

JAN 1937
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The American

P E R F U M E R

O S M E T I C S · T O I L E T P R E P A R A T I O N S



HIS CONTAINER, REPRODUCED HERE IN ITS ACTUAL COLORS,
AND DISCUSSED ON PAGE NINE OF THIS ISSUE, IS A PRODUCT OF
AMERICAN CAN COMPANY

CANCO

Centuries

LOOK DOWN UPON YOU

Few exotic favorites in all flowerdom have the age-long heritage of the Camellia. Famed in literature, in the drama, in the philosophic Orient, thruout Europe, and now gaining new attention on movie screens the world over—such is the richness surrounding



Camellia—*The Glorious*

Ungerer perfume chemists, Camellia is its name. We urge you to test this creation of ours in your creams, in your powders and in your extracts. You will find the price quite reasonable too. Send for your sample.

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Distilled at our Linden, N. J., Plant from Santalum Album (Linné)

The delightful effect imparted by genuine Mysore Oil cannot be satisfactorily duplicated by natural or synthetic material from any source.

In original sealed and serially numbered containers only.

Sole Agents: for U. S.: W. J. BUSH & CO., Inc., New York;
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VELIZAR BAGAROFF OTTO of ROSE

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

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Our universally esteemed Trade Mark:

"50 Oldest Essence Distillers"

indicates long experience in the scientific distillation of Essential Oils, and is recognized as a guarantee of their supreme quality today.

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January, 1937

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factory: Brooklyn . . . branches: Chicago, San Francisco, Montreal, Mexico City

Established 1885

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Concrete
Liquid
Resinous

Full strength and of superb aroma. Of our own manufacture and available at interesting figures. We employ only *the finest selection of Florentine Orris Root.*



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Our shipments are arriving regularly. Not only is the quality exceptionally fine, but the price is very low. It will pay you to look ahead for your requirements and consult with us.

As NOVELTIES

very desirable in the making of heavy, or Oriental type perfumes, we recommend

OIL of OLIBANUM

OIL of OPOPONAX

Both products of our factory.

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Manufacturers of the famous

MAXIMAROMES

The World's Finest Natural Flower Essences

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■ In countless retail stores and from the pages of magazines and newspapers: Owens-Illinois Salespackages, in step with the trends of public taste, are winning enthusiastic approval... helping to pave the way to the ultimate sale... **PRE-SELLING**.

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The Futura, Design Patent No. 94747.

OWENS-ILLINOIS
Containers and Closures



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Ask Any Department Store Buyer

What TRADING UP Means!



- Gardenia
- Jasmin
- Dahlia
- Florian
- Fougere
- Lilac
- Lys
- Sandalwood
- Roseone
- Tuberose
- Cologne
- Easter Lily
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Creams and
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Ordinary odors do well enough for ordinary products. The trouble is, the consumer is no longer as interested in ordinary products, as circumstances forced in the past.

Trading up is so pronounced in department and drug stores that every one is talking about the new demand.

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Roure-Bertrand Fils and Justin Dupont are known all over the world for their creative ability in perfumery specialties and for the appealing quality of their perfume odors.

We can help you meet this new demand with an odor for your product that will lift it above the ordinary and give it a distinctiveness and beauty all your own.

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SAMPLES WILL BE
SUPPLIED ON REQUEST



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Private Brands Exclusively

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Products Liability Insurance, of course

*F*OR YEARS our Rhodinol Coeur, Geraniol Coeur, Linalool Coeur have been the standard by which discriminating buyers judge quality.

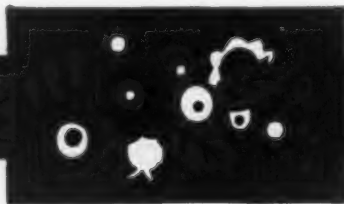
Now PHENYL ETHYL ALCOHOL COEUR joins this merit class.

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No other commercial product equals those tests; we know of only one imported product that equals them but its price is far higher.

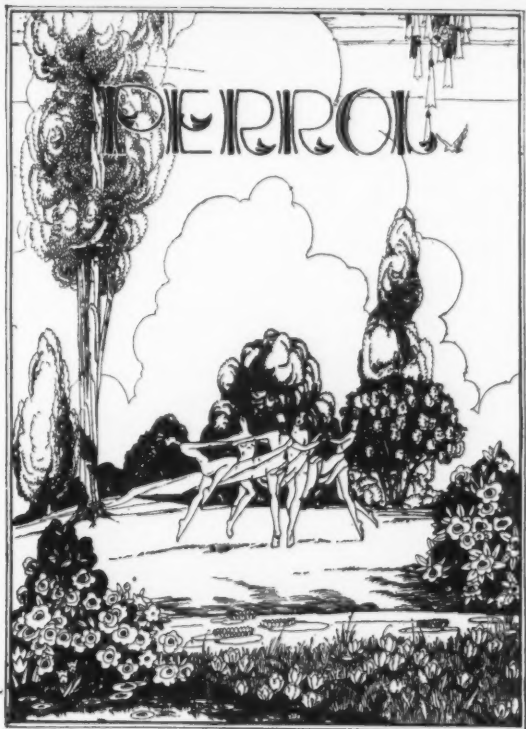
PHENYL ETHYL ALCOHOL COEUR *stands supreme and is offered at the price of the ordinary quality.*



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What you can count on with PERROL

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January, 1937

"Service for the Trade Exclusively"

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ROUGE and POWDER

(More than 150 tints)

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LIPSTICKS

*(All indelible shades—
consistencies a la mode)*

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CREAM ROUGE

(All shades)

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One of the cardinal reasons for the popularity of our powder puffs is that we never lose sight of the fact that it is the women we have to please.

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in one of these five Carr-Lowrey bottles . . . A hand lotion? An after-shaving lotion? A liquid shampoo? A cologne? A nail polish? . . . Let us show you samples of those which seem most suitable to the use you have in mind. We think you'll also find them pleasingly priced.



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If you're planning a new product . . . or improving an old one, take advantage of our facilities. Write us about your problem and send a sample of the product you wish to improve or market.

This seal on Felton Aromatics is your guaranty of Quality.

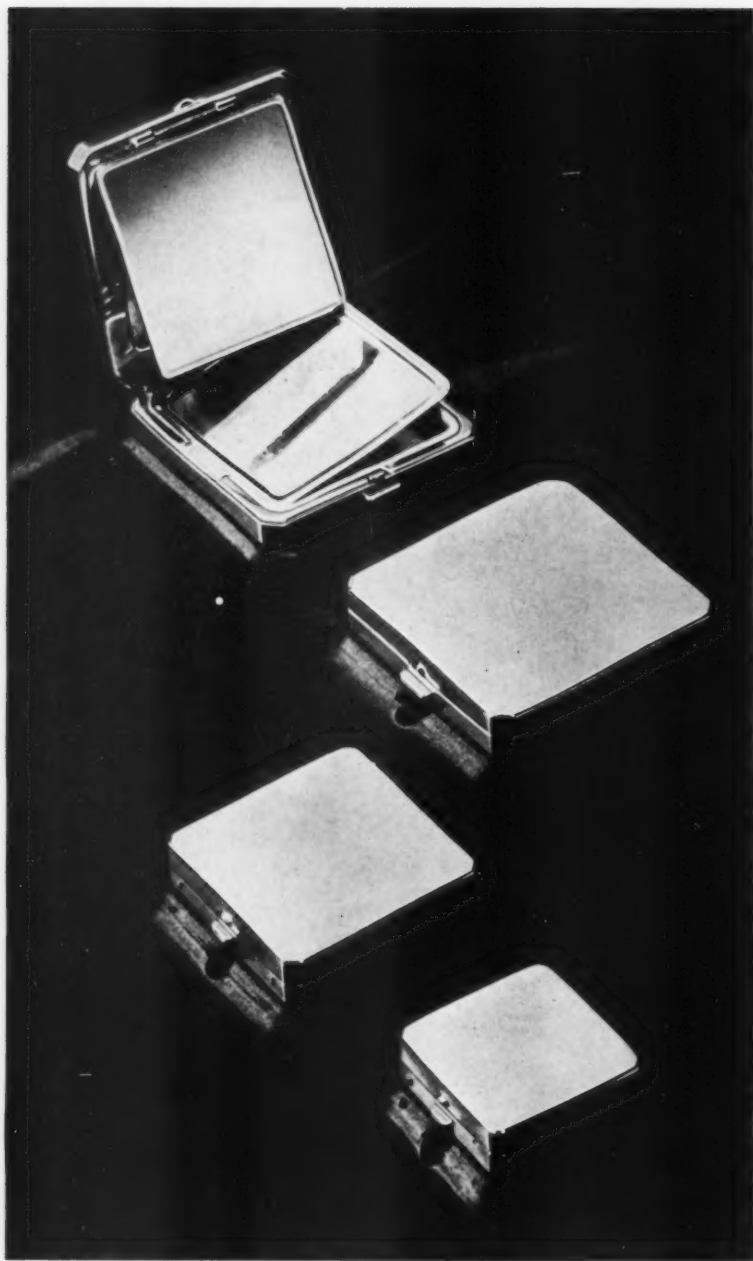


Here's an unusually authentic reproduction of the deep-woody Gardenia fragrance . . . long the objective of perfumers. Priced at \$7 per lb., Gardenia 16T can be advantageously used in a popular priced line of Extracts and Toilet Waters and . . . as it is non-irritating and will not discolor . . . it is especially adaptable for Powders, Creams and Lotions.

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FRITZSCHE BROTHERS, Inc.



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IN all Nature there are few scents more appealing than that of heliotrope. Complete extraction of the plant's essential odor principle, however, continues to baffle perfume science. Meanwhile, the persistent need for a more precise duplication of this inimitable fragrance exists

. . . . or rather, such need did exist, for FRITZSCHE chemists have succeeded finally in producing a worthy substitute — a material rivaling even Nature's handiwork! We are proud to offer

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FLEURS CONCRETE

New and **NEEDED** fragrance!

At last, the true, natural beauty of heliotrope has been realized! A fragrance indispensable to the makers of fine perfumes now becomes doubly valuable through this matchless interpretation of its loveliness.

HELIOTROPE FLEURS CONCRETE is not a finished perfume; it is rather a specialty to be used as a basic note, or in the blending and finishing of perfume compositions. It will produce the sweet, indefinite undertone so characteristic of many of the modern type perfumes—particularly those of foreign importation. And to the skilled perfumer it will provide endless inspiration for new, novel and delightful effects.

HELIOTROPE FLEURS CONCRETE freshens, intensifies and fixes. It is stronger than heliotropin, more flowery and more economical. It blends readily with most floral compositions and is guaranteed highly soluble in alcohol. It is a material really worthy of your investigation. In our opinion, it has no rival in odor quality and but few to rival its versatility and usefulness. If such a product interests you, write us for further particulars.

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*I*N using RESINOIDS, F.B. there is twofold advantage—they provide fixation as well as fragrance. These gums, resins, balsams and drugs extracted in our Seillans Plant by the volatile solvent process, possess the full, rich, concentrated odors of their respective crude materials, plus exceptionally strong fixation properties. Thus, besides imparting a certain individuality by their own fragrance, they prevent the evaporation of the more volatile constituents of the perfumes with which they are blended.

Write us for further details concerning these superlative raw materials and their uses:

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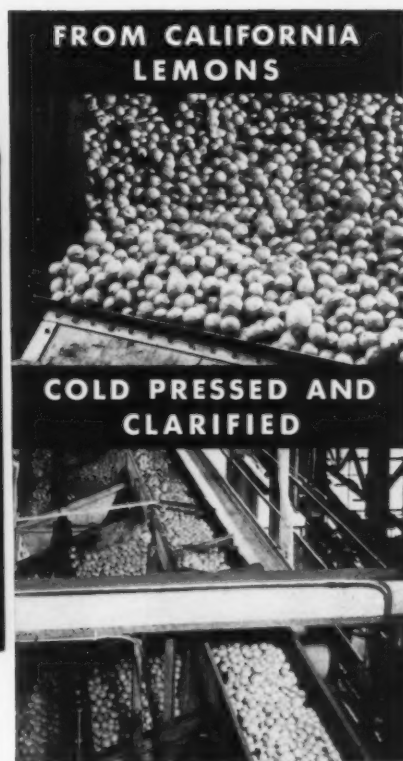
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**A U.S.P. OIL FOR THE
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NO WONDER IT'S THREE TIMES AS POPULAR AS ALL OTHER LEMON OILS COMBINED

HIGH quality and right price have made Exchange Brand Oil of Lemon, U. S. P., the unquestioned leader in the United States.

It is made in the world's largest plant devoted exclusively to lemon products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U. S. P. (Clarified).

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Distributors for
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Swindell's W-55



DESIGNED 

to blend with
every product

PRICED 

to keep the
cost of your
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down

SIZED 

to meet the
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your items

The wide range of sizes, from 1/2 oz. to 16 oz., enables you to put up a number of related products in bottles of a single attractive design. This provides desirable uniformity at low cost . . . W-55 is an ideal and practical all-market bottle for a large variety of consumer products.

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OIL ORRIS ROOT, TENFOLD, LIQUID: Freed from the last trace of Myristic acid this oil is practically pure natural Irone. Its strikingly fine odor is definitely superior to the concrete oil. Its greater solubility (soluble in alcohol in any proportion) gives it infinitely greater usefulness.

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No. 72 —43 M/M Bath Salt Cap
 No. 140 —35 M/M Sifter Top Cap
 No. 150 —13 M/M Screw Cap
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 No. 186 —44 M/M Fancy Bath Salt Cap
 No. 188 —23½ M/M Talcum Can Top
 No. 200 —28 M/M Sifter Top Cap
 No. 0200 —28 M/M One Piece Cap
 No. 215 —10½ M/M Talcum Can Top
 No. 230 —13 M/M Screw Cap
 No. 232 —13 M/M Screw Cap
 No. 234 —10½ M/M Screw Cap
 No. 236 —19½ M/M Slip Cap

No. 238 —15 M/M Talcum Can Top
 No. 240 —14¾ M/M Square Slip Cap
 No. 249 —14½ M/M Screw Cap
 No. 250 —12 M/M x 23½ M/M Oval Slip Cap
 No. 251 —15 M/M Screw Cap
 No. 257 —12 M/M x 23½ M/M Oval Slip Cap
 No. 258 —40 M/M Bath Salt Cap
 No. 264 —20 M/M Screw Cap
 No. 267 —16 M/M Slip Cap
 No. 269 —44 M/M Bath Salt Cap
 No. 281 —11 M/M Slip Cap

No. 282*—24 M/M Screw Cap
 No. 291*—22 M/M Screw Cap
 No. 292 —28½ M/M Flask Cap
 No. 295 —13½ M/M Slip Cap
 No. 298*—38 M/M Talcum Cap, Sifter Top
 No. 300*—18 M/M Screw Cap
 No. 317 —11 M/M Slotted Slip Cap
 No. 323 —45 M/M Bath Salt Cap
 No. 324*—45 M/M Cream Jar Cap Same design as No. 323.
 No. 327*—43 M/M Same design as No. 324.

*FITS G. C. A. No. 400 GLASS FINISH



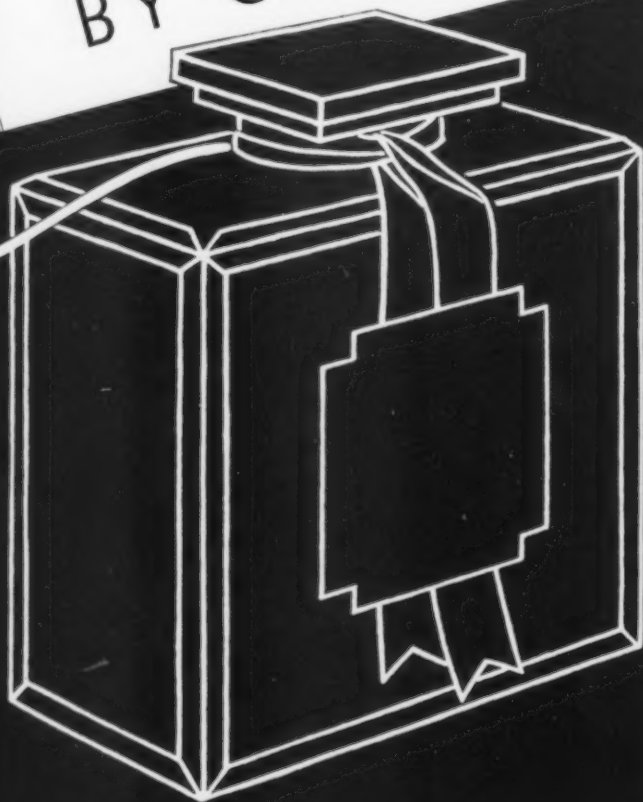
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The test-tube and the still have freed the perfumer from the whims of nature. Odors that duplicate and sometimes transcend in quality the odors of the living flowers now come from laboratory and factory. Givaudan works steadily in the development of new processes and materials that enable the perfumer and the cosmetician to offer better products at lower cost.

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Restyle for 1937

WITH MODERN ODORS
BY GIVAUDAN



It takes an up-to-the-minute odor to make an up-to-the-minute product. Givaudan perfume bases are modern . . . styled to meet the fashion's trend. During the past year we have produced many new and successful odors for perfumes and cosmetics of every type and every price.

Our technical staff is ready to give you full cooperation in

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EXCLUSIVELY

A Company, like an Individual, has Character and Personality. It earns your regard by its policy and its deeds. It has always been the fixed, rigidly adhered to policy of Helfrich Laboratories to have no brands or trademarks of its own; to manufacture no products which are sold in competition with its customers.

You can be sure, when you entrust your private brand business to us, no question of divided loyalty or divided interest will stand in the way of giving you the best we have.

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PEACE OF SOUL

a rare and extravagant perfume
base of exotic character. Un-
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Paris, France—Established 1878

OUR SWEET PEA AND SWEET PEA DOUBLE

reproduce with extraordinary fidelity the delightfully sweet and characteristic perfume of the flower. These are largely used in perfume extracts.

TRY OUR SWEET PEA "TR"

It is of a flowery type. It is perfectly suited for powders and creams.

Consult us in regard to your Perfume Problems.

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very superior perfume materials. Made of natural essential oils combined with synthetic aromatics and distilled in our special apparatus over fresh flowers. These Surfleurs offer fine delicate character with excellent lasting perfuming power. Can also be used for replacing Natural Flower Oils when cost is a factor.

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Sole American and Canadian Distributors:



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W. SANDERSON & SONS

Messina, Italy
Founded 1817

MESSINA CITRUS OILS

have lately considerably advanced in costs. A shortage in stocks has become quite noticeable.

We urge our friends to cover their needs if possible as higher prices undoubtedly are going to rule.

We offer

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OIL ORANGE SWEET

OIL ORANGE BITTER

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OIL MANDARIN

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Sole American and Canadian Distributors:

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D&O
ESTABLISHED IN 1798

January, 1937

27



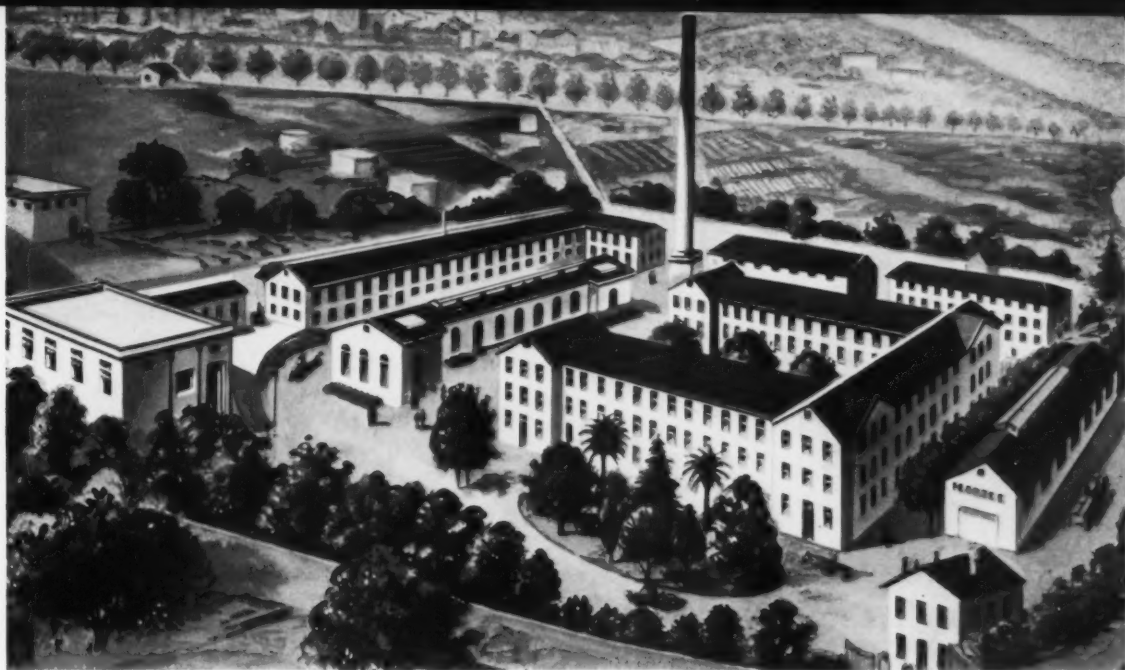
FOR A GREATER **1937** ★ ★

Verley now offers more complete facilities than ever before—in importation, compounding, and manufacturing of the distinguished Verley specialties—to help you in creating odors that will make your 1937 sales record an enviable one. Consult us confidentially, or send a sample of your unscented product.

Albert Verley

A R O M A T I C S

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114 East 25th Street New York • Melford Chemical Co. Los Angeles



★ A TRADITIONALLY DEPENDABLE SOURCE OF
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Founded in 1837, the house of Tombarel Frères, Grasse, France, has behind it almost a century of service to perfumers the world over. Through several generations, Tombarel products have held steadfastly to those superior standards of quality so essential in earning the perfumer's respect and confidence. • The house of Albert Verley, Inc., is proud to serve as exclusive United States representative for Tombarel materials, as a part of its complete, well-rounded service.

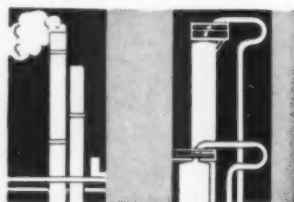
ABSOLUTE SUPREME FLOWER OILS

Jasmin • Orange Flower • Rose • Oil Neroli Bigarade
Petale • Oil of Orris Concrete • **Lavender** Concrete
Absolute • Oil Lavender St. Ann 48/50% • Oil Lavender
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Oil Vetivert • Oil Geranium

Tombarel Frères, GRASSE, FRANCE
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"These are my Jewels"

With the feeling that there can be no better evidence of the service we aim to render to our patrons, we enumerate below the outstanding firms we represent.



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REFINING CO.**
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We look forward to seeing you at the Twelfth Annual Drug, Chemical and Allied Trades Banquet, March 4th, Waldorf Astoria, New York City.

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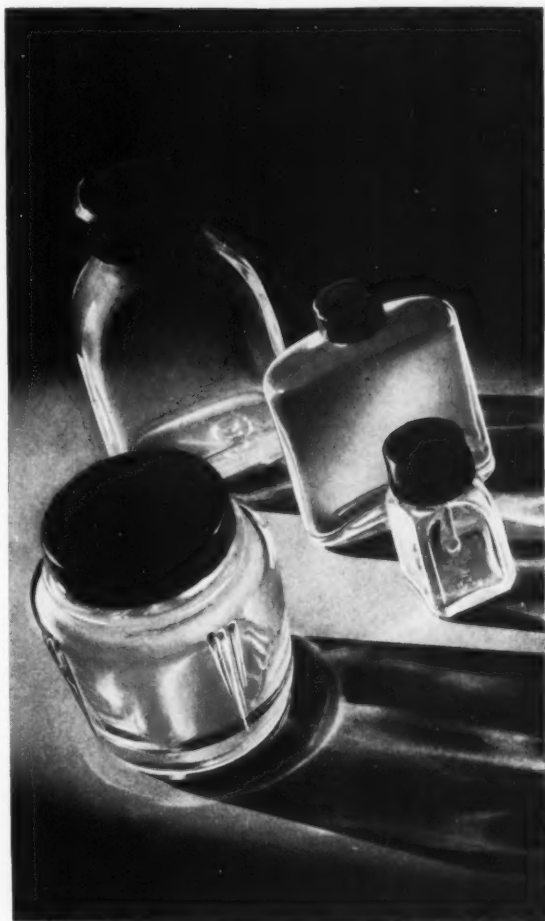
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GEORGE SADLER
ADVERTISING MANAGER

(WIRE SENT TO ADVERTISING AGENCIES DEC. 15TH)

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NL	NIGHT LETTER
MM	NIGHT MESSAGE
LOD	DEFERRED CABLE
MLT	NIGHT CABLE LETTER
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1

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2

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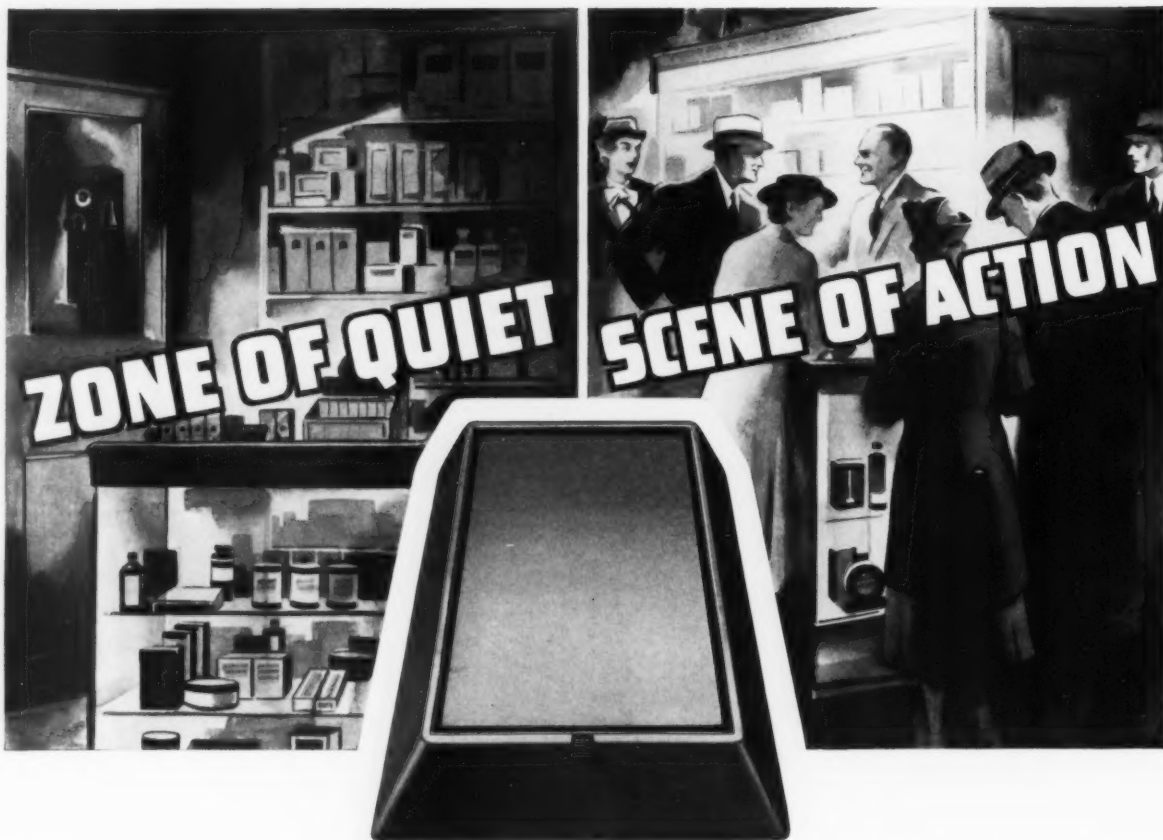
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ADVERTISING OFFICES: 135 EAST FORTY-SECOND STREET, NEW YORK

January, 1937



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Out in FRONT, out where the sales are made. It pays to have your product here, where people can see it, ask about it, reach for it. A Package by Ritchie helps keep it here.

"Show the Ritchie Man In"

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S. L. MAYHAM, Editor.

HARLAND J. WRIGHT, Publisher.

MARY L. GOODMAN, Assistant Editor.

FELIX J. BELAIR, JR. Washington Bureau.

CONTRIBUTING EDITORS: Dr. Clemens Kleber, Essential Oils. Dr. Harvey A. Sell, Synthetics. Maison G. de Navarre, Toilet Preparations. Dr. Edgar G. Thomssen, Soaps. Bernard H. Smith, Flavors. Donald S. Cowling, Merchandising. Howard S. Neiman, Patents and Trade Marks. Ruth Hooper Larisson and Daniel B. Hassinger, Packaging and Display.

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The American

P E R F U M E R

COSMETICS • TOILET PREPARATIONS

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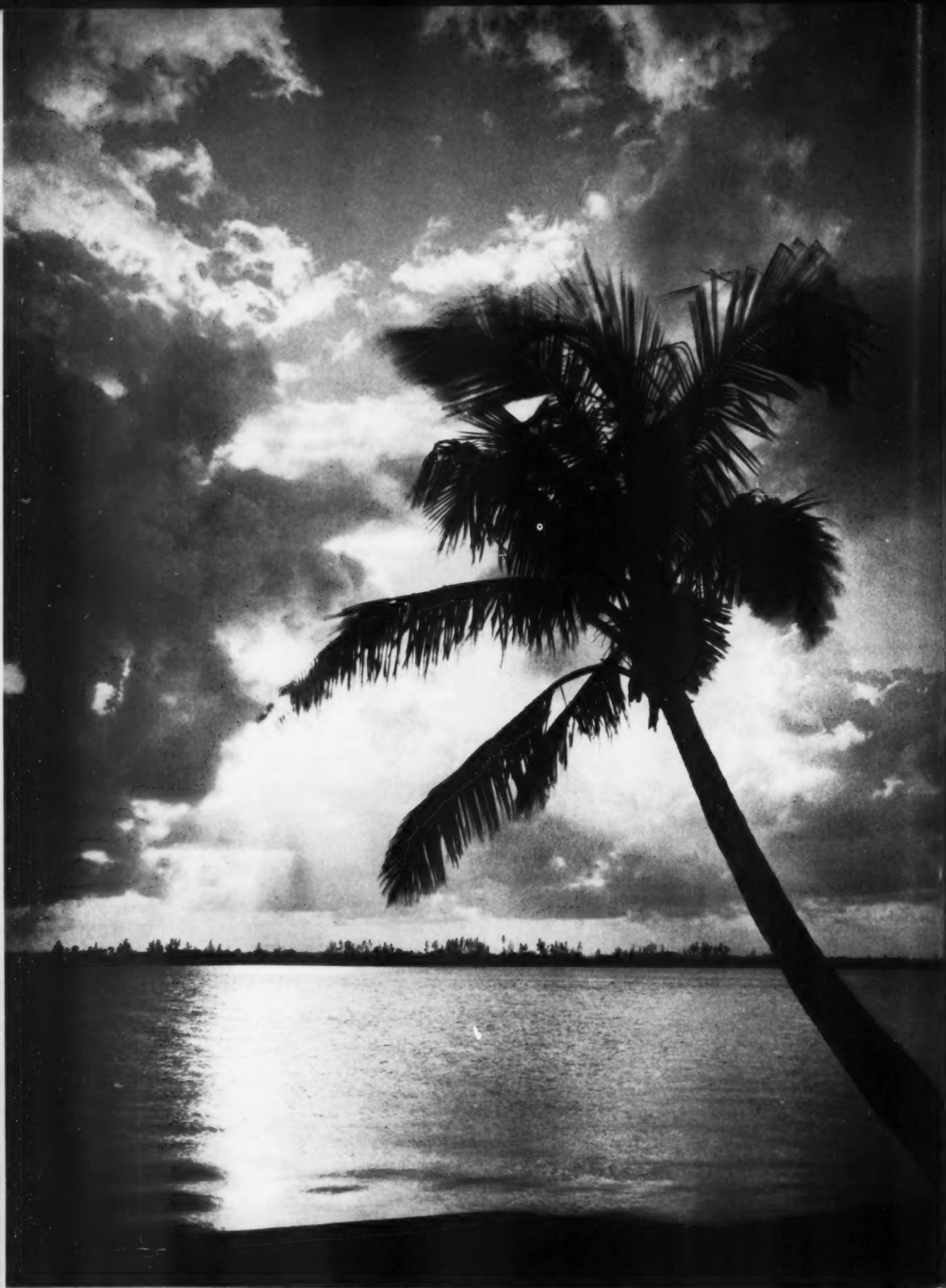
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A ROBBINS PUBLICATION



The migration to this and other resort lands will be responsible for the Winter sale of many Summer preparations

Ewing

WHAT Will You GIVE Me?

by DONALD S. COWLING

OLD timers tell us that a few years ago great numbers of squirrels lived in Central Park. Today only a few survivors of the hordes that once used to scamper about the lawns come to beg passers-by for the bounty that decimated their ranks.

For the squirrels of Central Park were the victims of too much giving. Peanuts and popcorn came so easily, and free food was rationed out so regularly that the instinct for looking out for themselves became stultified. When Winter came the squirrels were unprepared. Having no resources of their own they waited for the usual bounty, but the kindly donors of the bounty were sitting snugly by a cosy fire, and the squirrels were left to get along as best they might. Some left thus rudely to their own devices, curled up and quit. Others, of sterner fibre, figuratively pulled in their belts and went to work, and so survived. The tragic part of this sad parable is that *all* might have survived if their instinct for taking care of themselves had not been dulled by mistaken generosity. Too much dependence on

the bounty of others removed not only the inclination, but the ability, for self sustenance.

The parallel in the toilet goods industry is obvious to the most casual observer. A toilet goods salesman in many stores on his territory seems to be regarded as a white whiskered old gentleman with a pack on his back and a team of reindeer parked on the roof. Entering a store primed to talk about selling merchandise, the salesman finds himself instead on the defensive. "What are you going to give?" asks the buyer. "How much are you going to give us for advertising? How much are you going to give us to pay a girl to sell your line? How much are you going to give us for a window? How much—", but enough. The be-

wildered salesman, if he is new to the toilet goods business, has by this time backed into a corner, his hands feebly waving defensively. If he is experienced, he smiles grimly, plants both heels squarely on the floor, and prepares to do battle. This is a familiar situation to him. If he gets a fair break he can fight his way out and emerge victoriously with an order. If he doesn't get the breaks, he goes down for the third time, sunk by a condition that insofar as we can determine, reaches its utmost virulence in the toilet goods business.

The practice of buying business in the toilet goods industry has reached a point that in any other industry would seem intolerable. It started, presumably, when some manufacturer, eager to have a prominent store

Mr. Cowling wrote this article months ago, long before the passage of the Robinson-Patman Act. But what he says in it is particularly pertinent today. As an answer to the problems raised by the new law and the Trade Practice Conference, is there any better proposal than that which he makes in the next to the last paragraph? We do not quote it here because we want you to read the whole article.—EDITOR

advertise his merchandise, offered to defray part of the cost of such advertising. News of that concession got about, of course, as such news does in this or any other industry, and the next manufacturer offered to pay the whole cost of the advertising. From there it was an easy step for another manufacturer to offer to pay part of the salary of a girl to sell his line in the store, and his competitor of course suggested that he be permitted to pay the *whole* salary. And from then on buyers were literally solicited by manufacturers eager to spend money for services and merchandising aids that by any measure should be paid for by the stores themselves.

A large department store is quite likely to be operated according to a policy that is laid out for the store as a whole. When one department begins to feel that concessions unknown to other departments in the same store are requisite to its continuance it is reasonable to assume that outside influence has been brought to bear.

No Limit To Demands

Aside from the fact that the retailer is asking the manufacturer to pull his wagon for him is the ominous foreboding that there is no limit to such demands. If a manufacturer pays fifty percent of a store's advertising of his line this fall, he may find himself billed for seventy-five percent next fall and a hundred percent the year after that. Certain stores have now reached a point where the manufacturer's part in any advertising that may be run on his line over the store's name is confined to paying for it. The manufacturer is not permitted to submit mats, to suggest cuts or copy, or even to see a proof. When the ad appears the manufacturer is presented with a bill for the full amount of the ad, and if he doesn't like the ad he is perfectly free to bawl out his stenographer or fire the office boy, but he must lay the coin on the line for the ad.

Suppose this kind of thing were to spread. Suppose that in every store in every city and hamlet where a manufacturer's merchandise is to be found, that manufacturer had to pay to have his line advertised, to pay part or all of the salary of one of the store employees, to pay rent-

al for space on the counter or display in the window. (Perhaps he would have to under the new law.—EDITOR) How long could any manufacturer stay in business under such conditions?

Need for Legislation

We have only to look back a few years to see how this kind of holdup merchandising has spread already. And unless something radical is done about it, and done pretty soon, just such a picture of the manufacturer's taking in orders with one hand and passing out his profit with the other will come to pass. Various manufacturers feel that to have their lines on display in certain centers of population is important enough to justify concessions in those particular instances that would ruin them as a general policy. But the little merchant in Simpkins Corners is not going to sit supinely by and watch other merchants in the center of things receive various forms of lagniappe from manufacturers to whom he gives a share of his business unless he is cut in. (Which brought on the Robinson-Patman Act.—EDITOR) Already we see the pernicious influence of this "bounty merchandising" in the reluctance of department stores everywhere to advertise any line of toilet goods unless the manufacturer pays at least part of the cost of such advertising. Let the bag buyer or the dress buyer or the piece goods buyer get in a particularly good assortment of bags or dresses or goods and the store comes out next day with large space in the local newspapers announcing the event. But unless a toilet goods manufacturer is absolutely tops in the field and a new item in his line is so important that a store can't afford to be left out in the general acclaim, little or no paid publicity will be given a new cream or compact or perfume by the store.

A manufacturer planning today to launch a new line of beauty treatments must allow a substantial sum for wages to employees in stores through which he hopes to sell his product. For that is what demonstrators are, after all. They go through the store training period; in smaller stores, in particular, they are expected to sell bags or notions, help take stock, and perform any of the

duties of any of the other girls who work under the same roof. We have even seen demonstrators, paid wholly by a manufacturer, designated as department buyers, and they carried out all the duties of such functionaries, too.

Suppose all the leading manufacturers and importers in the toilet goods business were to agree some morning to withdraw suddenly every payment made to a retail outlet for any purpose whatsoever. No more demonstrators' salaries, no more advertising appropriations, no more rental for display space, no more cognizance whatever of the multifarious forms of petty chiselling that so infest the business.

Consternation, chaos and pandemonium would ensue, of course. But the sun would continue to rise regularly, store doors would open, and women would set out as usual on the never ending quest for charm and beauty. Business would go on, after a brief period of recrimination, and to revert to the squirrels in Central Park, the instinct for self-sustenance would be rediscovered.

CUBAN TOILETRY TRADE

There are numerous hair-dressing and beauty parlors in Havana and other Cuban cities, which afford a market for large quantities of supplies and certain kinds of equipment. There are at present at least 12 manufacturers of cosmetics and toilet preparations in Havana, including branches of several large American and French firms. These manufacturers number among their products practically all articles required by manicurists, as well as soap, face cream and powder, paint, rouge, hair oils and tonics, skin lotions, pomades and toilet water. Indication of the quantity of such goods made locally is not available, but imports in 1933 were valued at \$94,987 and in 1934, \$104,776. About three-fourths of the imports consisted of face creams and powder, rouge, and toilet essences, from which it may be concluded that Cuban manufacturers supply practically all requirements of other items. The United States is the leading foreign supplier, most of the remainder being imported from France. (Consul C. R. Cameron, Havana.)

Effervescent BATH PREPARATIONS

For some years the use of the foam bath has been increasing abroad but only recently has it been promoted in America. JOSEF AUGUSTIN here presents a brief article on the manufacture of preparations designed for this purpose.—EDITOR.

IN baths evolving gases, such as carbonic acid and oxygen baths, too often attention is paid only to the quantity of the gas evolved. However, a large quantity of gas that evolves or develops too quickly into large beads will work with less invigorating and less beneficial or healing effect than an appreciably smaller amount of gas that evolves slowly, uniformly and in smaller beads.

It is known (according to German Patent 206508) that for the purpose of retarding the evolution of the carbonic acid, water soluble neutral condensing agents are added to the baths, for example glue, albuminous substances, gum, dextrin, etc.

Just as with oil, so with gas the surface tension compared to water can be decreased by emulsifying and moistening substances (soaps, Turkey red oil, modern wetting agents). The result of this is that the gases in mixtures of this kind must originate in small, numerous beads.

Among emulsifying agents sodium cholate (the basis of the emulsifying effect of the bill) is worth special mention because of its cosmetic suitability and its special influence upon the smallness of the beads. It is completely soluble in water, but is rendered inefficient by stronger acids. Particularly in connection or combination with soap it produces a notably pleasant sensation upon the skin, which it renders soft and supple. As a result of the fat-dissolving and penetrating action it could also be used—in an extremely natural

way—for fat-removing soaps, both preparations and tinctures for fat removal. Its softening effect destines it to be used as an admixture to hair rinses, shaving waters and hair soaps and shaving soaps.

Sodium cholate thanks to its great wetting power and emulsifying effect produces a surprising effect. The little gas bubbles evolving in the bath become considerably smaller and much more numerous. From 20 to 30 times as many gas bubbles are produced from the same quantity of gas. In addition to this there is the influence of the great wetting power of sodium cholate, the effect of which is that the gases come into much more intimate contact with the body and it becomes covered over with a thick layer of very fine bubbles. The bubbles, furthermore, last longer than large bubbles which burst immediately. The result of this is that the effect of the bath is more intense, so that with a smaller quantity of gas carrier a perceptible effect is obtained.

According to previous experience, an addition of say 3-5 gr. of sodium cholate per bath is ample to produce considerable medicinal effect. In small packages for cosmetic purposes only, (tablets, etc.) less sodium cholate is required.

In the case of carbonic acid baths it is to be observed that the sodium carbonate should be present in larger quantity (whether with or without sodium cholate) than the equivalent quantity of acid or acid salt. Furthermore if sodium cholate is present



only, potassium and sodium compounds and not those of other metals should be present.

In the case of oxygen baths it is advisable that if sodium cholate is present only such metal salts as contain potassium or sodium, or metal-free organic compounds should be used as catalysts. In the case of typical metal catalyzers, even though in slight quantities figured on a full bath, the effect of the sodium cholate may be weakened. A liver catalase (ferment from the liver) ought to be the best suited as a catalyzer. To 1000 gr. of 3% hydrogen peroxide solution or 300 gr. of sodium perborate about 4 cc of liver catalase is required.

The sodium cholate can best be mixed with powdery preparations. Powder-form carbonic acid and oxygen baths can also be packed most conveniently, most productively and most easily. The tablet form also most easily. The tablet form also has its special advantages.

In the production of foam baths,

which are to develop carbonic acid or oxygen along with the foam, the use of sodium cholate or of another good emulsifying agent as an addition to the soap is valuable throughout. Foam baths, the harmless fat-removal agents, are obtained as is known by solution of about 250 gr. of the prepared soap flakes or soap powders in 10 liters of hot water and energetic foam beating. The most important thing is that the thick foam should stand at least one hour and should fill practically the whole tub.

According to the quality of foam certain admixtures can be made to a bath foam soap but only in careful quantity. For example: sodium cholate 1.5%; Turkey red oil 1.2%; stearin alcohol 1.2%; glycol stearate 1.3% triethanolamine-stearate 1.5%. These substances act favorably upon the fine beadiness of the foam. Sodium carbonate or sodium perborate in 5% admixture give the best action upon the foam and develop the gas beads sufficiently.

obtained from fish oils is best, particularly the product made from cod liver oil. Fish oil concentrates have a characteristic odor, but when used in the amount suggested, this is not noticeable. Label statements should not include number of units added. Simply say that the vitamins are present, mention no amounts.

■ **METHYL CELLULOSE** Methyl cellulose, a material given quite some publicity in foreign journals, is now available in this country from two importers. Five percent mucilages are quite viscous. Suppliers say that it will not mould or be acted on by bacteria. Mucilages of methyl cellulose can be added to soap as a superfatting agent. Hair waving preparations can also be made. The nature of the mucilage made will suggest new uses to the ingenious technician.

■ **NEW EMULSIFIER** After a few years of grief from discoloration, the supplier of special emulsifier has discovered a method of getting around this trouble, at the same time maintaining the efficiency of his product. This emulsifier is especially good for making stable emulsions, with or without a pearly sheen. If you want to make a pearly hand lotion by the modern method, use this emulsifier together with certain other ingredients. It will give you a pleasing, stable product.

■ **HEATHER PERFUME** An aromatics supplier of note recently sent me a sample of heather perfume compound, for both creams and perfumes. Showing it to several friends in the business, they are enchanted. Others take note. Works nice in creams too. Good covering for raw materials, nice, lasting aroma as well.

■ **OBJECTIONABLE WORDS** Dr. F. J. Cullen mentions a few of the words found objectionable by the Federal Trade Commission. These are, "quicker," "correct or corrective," "rid," "end," "stop," "banish," "regulate" and others. (*Dr. Cullen is a member of the Proprietary Association, and writes opinions of F.T.C. stipulations in "Standard Remedies."*) Dropping the above words from your advertising or labels, will do much toward keeping your company on good terms with the F.T.C.

by MAISON G. de NAVARRE

■ **LATHER OIL SHAMPOO** Regardless of the number of times this product is mentioned in this column, inquiries for formulas regarding the same keep on coming in. Usually the inquirer is told to start with an alkaline sulfonated castor oil, to which is added some wetting agent, as desired. A supplier of shampoo base has simplified this problem some, by offering a complete alkaline shampoo that foams well. Those interested in this heavy type of lathering shampoo, can save themselves probably both time and money by trying the new compound.

■ **COSMETIC CONTROL** Often the following question is asked: "What is cosmetic control"? Well, one of the definitions could be, that cosmetic control is knowing what your materials do not contain. For instance, it is good to know that the

lead or arsenic content of face powder is in the consumers' favor. Another way to look at it is this. Are you getting what you are paying for? Does the lavender oil you are buying conform to recognized standards? How much paraffin is in your beeswax? What is the acid value of your stearic acid? How about the iodine value? This could go on into the night. But do you get the point?

■ **VITAMIN CREAMS** The question often asked is, "how much vitamin must be added to a cream to call it vitamized"? No definite amount has to be present. But you will be exceedingly wise in adding about 250 U. S. P. XI vitamin D units per ounce to your product. This amount is sufficient to manifest a vitamin action in creams. While other types of concentrate can be used, it is my belief that the type

NEWS & events

Whitmore to Head Chemical Society

F. C. Whitmore, dean of Pennsylvania State College and one of the country's foremost organic chemists has been chosen president-elect of the American Chemical Society and will serve in that capacity until January 1938 when he will become president. Dr. Whitmore has been active in the affairs of the Society for many years and has won world-wide reputation for research on organic chemical problems as well as in the field of chemical education.



Dr. Whitmore

Helena Rubinstein In New Building

The Helena Rubinstein organization is now established in its new building at 715 Fifth Ave., New York, where it occupies seven floors devoted to all phases of beauty culture. The building is attractively furnished throughout, and includes rooms for skin and hair treatments, an indoor gymnasium and an outdoor play roof, a miniature theater and a library of books on beauty.

Electrolysis Banned in N. Y. Beauty Shops

The Court of Special Sessions in Bronx County, New York, has handed down a decision convicting a beauty shop operator of practicing medicine without a license. The complaint in the case was made

on the grounds that the operator had used electrolysis in removing hair and was made by Dr. Harold Rypins, secretary of the State Board of Medical Examiners.

On the strength of the decision, Attorney General Bennett of New York State has announced that his staff would conduct a drive to stop such violations of the Medical Practice Act. Numerous beauty establishments, not operated by physicians are believed to be using the electrolysis method, some of them, undoubtedly, in the belief that it is legal.

Grunig Named Vice-President

Edmond Grunig, sales manager of Pierre Amouroux, Inc., New York, importer and distributor of the perfumes of Molinard, Bienaimé, and Marcel Rochas, has been elected vice-president of the company and has also become a stockholder. Mr. Grunig will sail for France January 16 to visit the Molinard gardens, offices and plant on the



Mr. Grunig

Riviera, where he will complete plans for a more extensive program for Molinard perfumes in America in 1937.

He will also visit the Bienaimé and Marcel Rochas headquarters in Paris. The Molinard line has met with such striking success during its first six months in the United States that plans call for a considerable expansion of advertising and promotional activity during the coming year.

Colgate Again Heads Soap Association

The annual meeting of the Association of American Soap and Glycerine Producers, held in New York in December, elected directors for the year and at a subsequent meeting the directors re-elected S. Bayard Colgate of Colgate - Palmolive-Peet Co., Jersey City, N. J., president for the coming year. The other officers are:



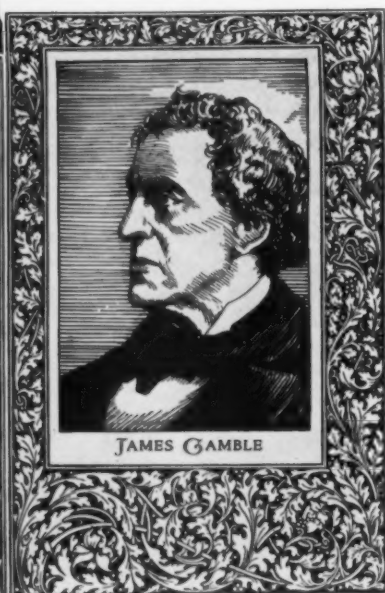
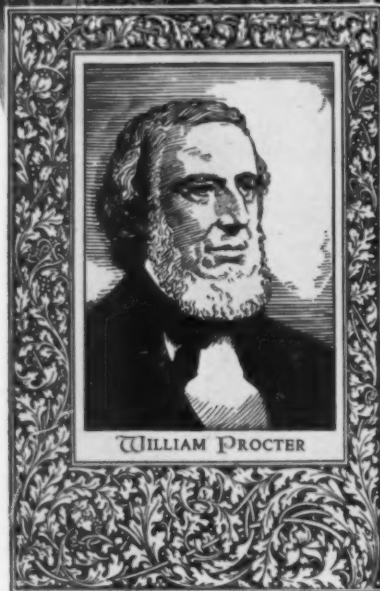
Mr. Colgate

vice-president for the Eastern States, F. R. Countway, Lever Bros.; vice-president for the Central States, R. R. Deupree, Procter & Gamble Co., vice-president for the Western States, F. H. Merrill, Los Angeles Soap Co., treasurer N. S. Dahl; secretary and association manager, Roscoe C. Edlund.

A budget for the coming year was adopted on the same basis as that for 1936 although it is hoped that publicity work may be increased to some extent during the year. Plans for legislative work were discussed at the meeting and president Colgate's annual report covered the work of the association in this and other respects. A very full representation of the membership of 111 companies was present.

Foragers Hold Annual Banquet

The Foragers' annual banquet for 1937 was held at the Hotel Astor, New York, January 9. Attendance was the best in years and the entertainment provided by



Procter & Gamble Co. Celebrates 100th Christmas

The Procter & Gamble Co., Cincinnati, has published a handsome brochure directed to its thousands of employees in celebration of its 100th Christmas. It was in the summer of 1837 that William Procter and James Gamble formed their partnership for the manufacture of soap. The illustration shows the cover and two pages of the booklet showing pictures of the founders.

the committee was excellent. A feature was the showing of motion pictures taken at the annual outings of past years. At the annual election at the rooms of the organization, December 30, W. W. Neilson was named president for the coming year. Bert Georgi is the new vice-president and A. J. Connolly, secretary and treasurer.

Peck Products Adds New Equipment

The installation of new crystallizing machinery is planned by George P. Peck, president of Peck Products Co., St. Louis. Mr. Peck explains he is anxious to replace the build-up, somewhat obsolete machinery now in use with larger, more modern units in order to increase the output of powdered soap and soap powders.

Miss Carney With Ogilvie Sisters

Miss Ellamae Carney has been appointed by Ogilvie Sisters, New York, as a lecturer on the scientific care of the hair before women's clubs, vocational schools, nurses and other groups. She has an excellent background for this sort of work being a university graduate and a club leader herself. Her delightful speaking



Miss Carney

voice is due to years of study for grand opera. Educational work in the care of the hair has for some time been one of the activities of the com-

pany and lectures add demonstrations are held constantly both at Ogilvie salons and at meetings of various women's organizations.

Board of Standards Starts Active Work

The Board of Standards of the Toilet Goods Association under the direction of H. Gregory Thomas, has started active work with a meeting January 8 at the Biltmore Hotel in New York. At this meeting a distinguished group of technical men associated with the industry discussed at some length the ingredients used in cosmetics. As a basis for the discussion, Mr. Thomas presented lists of ingredients against which there has been complaint in some quarters.

Another activity of the Board which will be started in the near future is an information bulletin service digesting the orders and complaints of the Federal Trade Commission relating to cosmetics. Regular bulletins will be sent out covering these and other governmental activities in complete but concise form.

Organic Chemical Makers Elect Merz

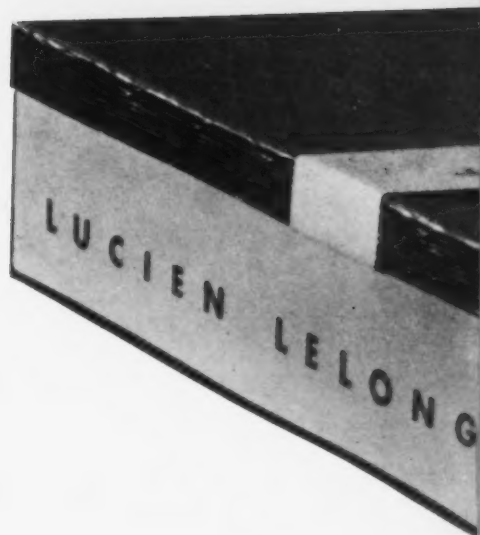
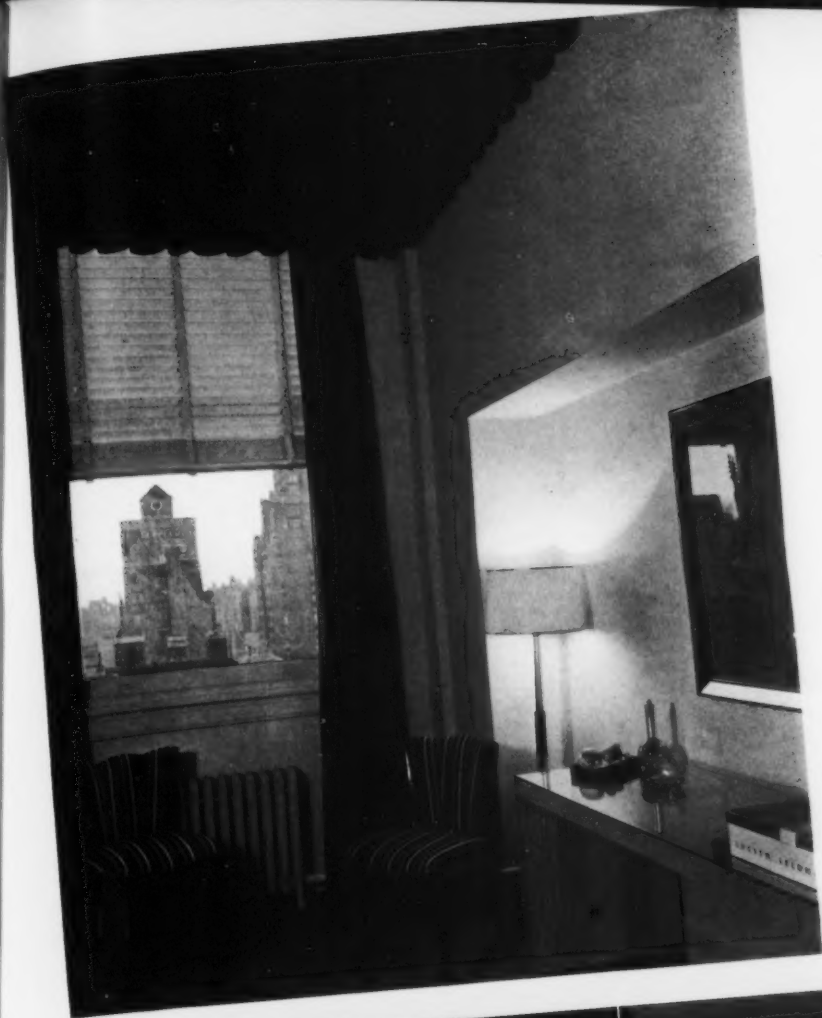
August Merz of the Calco Chemical Co., was re-elected president of the Synthetic Organic Chemical Manufacturers Association at its annual meeting in New York December 8. Mr. Merz has served ten terms as president of the organization, and in token of his long service a handsome desk set was presented to him on behalf of the association



Mr. Merz

by Francis P. Garvan, president of the Chemical Foundation, Inc. Other officers for the coming year are: vice-presidents, E. H. Killheffer, E. I. duPont de Nemours & Co., and F. G. Zinsser, Zinsser & Co.; treasurer, Ralph E. Dorland, Dow Chemical Co.; secretary, Charles A. Mace. Directors in addition to the officers are E. A. Barnett, John Campbell & Co., G. Lee Camp, Monsanto Chemical Works, and A. L. van Ameringen, van Ameringen-Haebler, Inc.

The American Perfumer



Lucien Lelong, Inc., Chicago, has concentrated the activities of its New York branch in fine new quarters at 681 Fifth Ave. Here are a few views of the beautiful new showroom and offices.



New Packages

by MARY L. GOODMAN



SPECIAL RECOGNITION: This month we give the place of honor to these two containers which are so appropriately designed for the products which they contain. Obviously intended for kitchen use, these oval bottles, capped with Aridor's "I-T" closures, can nestle snugly side by side on cabinet shelves in a minimum of space. Photo courtesy The Aridor Co.



1



2

1

GERMAINE MONTEIL: This progressive manufacturer is now featuring a new traveling kit of cosmetics, compactly arranged in a case of fine morocco finish fabrikoid with a large mirror in the inside cover. The attractive cream-colored flacons and jars contain cleansing cream, astringent, eau de cologne, cream and dry rouge, mascara, lipstick and other essential preparations.

2

RICHARD HUDNUT: The increasing popularity of the carnation scent has resulted in the introduction of this "Tenfold Carnation" perfume, which has a lasting floral fragrance. It is attractively packaged in a tall round flacon with concave sides, and frosted glass stopper with applicator rod. The label is in silver and red. The box is covered with glossy gold paper.

3

BARBARA GOULD: The newest addition to this company's line is "Complexion Dressing", a liquid powder foundation, available in four popular shades. It is also recommended for concealing skin blemishes. The package is in harmony with other items in the line.



3



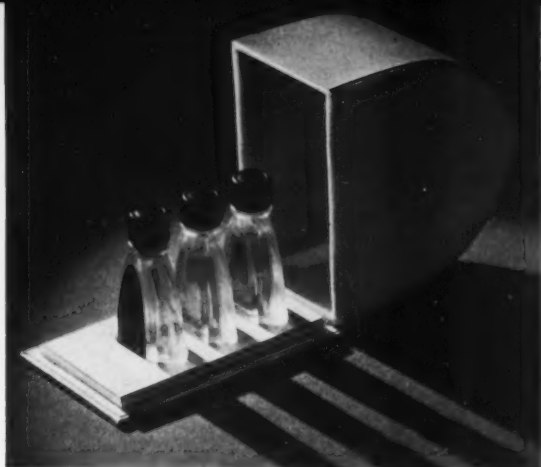
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4

JEAN PATOU: "Normandie" is a new Christmas perfume introduced in Paris, which has not yet made its appearance in the United States. It is available in deluxe and standard packages. The bottle shown in our illustration is the standard type, and the initials of the house are bevelled into the flat glass stopper, which follows the shape of the bottle itself. It is enclosed in a tall white carton with gold edge, and the labels on both the bottle and box bear the French national colors.

5

ELIZABETH ARDEN: This is effective presentation for a triple perfume set which is available in several combinations of the different Arden odors. The little bottles have molded caps, and are enclosed in an attractive white suede-finish box with gold edge, and a gold foil band over the top of the cover. The popularity of these sets is constantly growing, and stimulates the sale of regular size packages by acquainting the consumer with various types of perfumes.



5



6

6

FAITOUTE: This new perfumer has just introduced a comprehensive line of interesting perfumes of unusual character. The line consists of florals, which are remarkable reproductions, as well as a wide variety of bouquets of original and delightful fragrances. The package itself is very simple, but extremely smart. The only decoration on the bottle is the cellophane label with nosegay and ribbon design, and a silk cord. It is enclosed in a green satin box, lined with peach satin, with the name stamped in gold on the inside of the hinged cover.

7

ANTOINE DE PARIS: Here are three new items now being featured by this house. The compact is an adaptation of an old jeweler's case, made of gold metal, and comes in an attractive velvet lined box. The bath oil is a highly concentrated preparation, and requires only six to eight drops to scent and soften the water. "Rue Cambon" is a sophisticated perfume with a soft and lingering scent, boxed in a smart and very unusual container. As it is opened, the base holding the bottle raises automatically, showing the package to good advantage.

8

PARFUMERIE ST. DENIS: The orchid satin tufting on the cover of the dusting powder box is really a sachet, delicately scented like the powder. This little bag may be slipped from its frame and becomes a practical handkerchief box sachet. The dry perfume comes in an attractive little bottle with metal cap and may be used as both a perfume and deodorant.

9

JOHN LAHOUD: This company has added several cosmetic items to its line, including face powder, brilliantine, lotion and liquid soap, shown in the accompanying photograph. These items are all packaged in attractive glass containers, the face-powder jar being particularly unusual and effective. Packages designed by, and photo courtesy of The Owens-Illinois Glass Co.



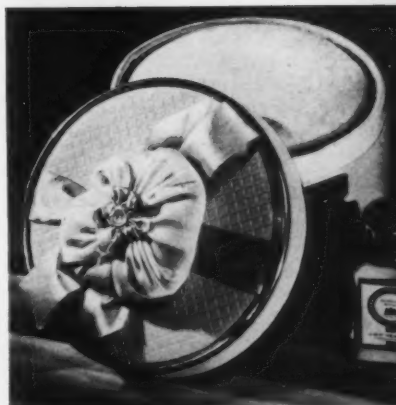
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10

DAGGETT & RAMSDELL: Probably the fastest moving item this month will be travel kits, and the one illustrated is very attractive and complete. It is of navy blue leather, lined with gray silk, and contains an array of cleansing and make-up preparations, including an extra little compartment for cold cream soap and powder blending brush. A large mirror in the cover makes the case a miniature dressing table. This kit is available in eight different color combinations, one for each of the color types.

11

EMARCO: This set gives the consumer a balanced amount of polish, cuticle remover and polish remover, the first two items in half-oz. bottles, the third in a two-oz. bottle, so that the latter will last as long as the first two. The remover is packaged in a square fluted flask which fits into the back of the three-compartment gold base. The caps are black "Bakelite", and the labels are dull silver foil lettered in red. The box cover is soft cream, a printed lavender stripe used vertically on each side.



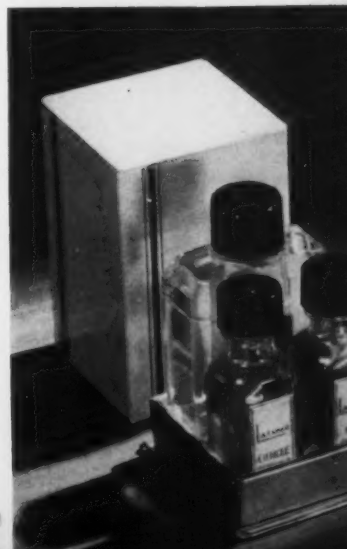
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11



12



13

LOOKING BACK THROUGH GLASS

By RUTH HOOPER LARISSON
Cosmetic Consultant and
Package Designer

THE story of glass down through the ages has been dramatically told by the Metropoli-



Figure II

tan Museum of Art in an exhibit arranged from its vast and comprehensive collection. A variety of important pieces demonstrates each phase through which glass making has progressed since the early Egyptians coated objects of stone with a vitreous glaze some time prior to 3200 B.C.

Some of the very earliest examples of glass are containers for cosmetics and, as the manufacture of glass evolved, so did bottles and jars for creams and lotions. Space permits only a skeleton tracing of such steps in the evolution of glass as are di-

Figures 1, 2, 3, 4, 5, 6, 7, courtesy of the Metropolitan Museum of Art. Figures 8, 9, 10, Courtesy The T. C. Wheaton Co. and Prince Matchabelli Perfumery Co.

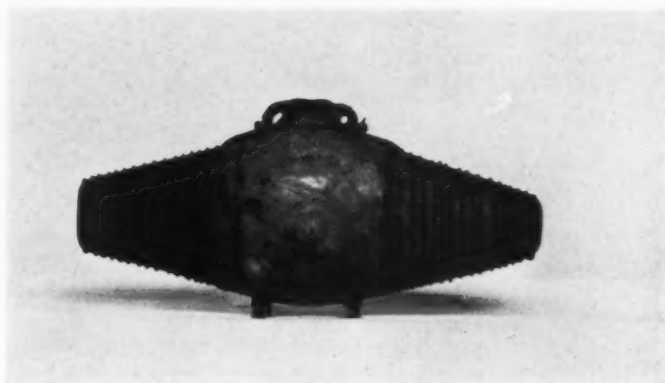


Figure I

rectly related to cosmetic packaging, and I say this with deepest regret because the entire history of glass, chronologically and geographically is most fascinating. With reluctance I have limited my notes from the Museum study to our own industry.

The earliest glass was colored but opaque and the earliest method of manufacture was to coat a core of sand and lime with the molten glass and later, by removal of the core, leave the crude vessel. The blowing tube came into existence only a short time before the Christian era but it was a tremendous step forward because it allowed for much greater size in vessels and transparency of the glass. One of the earliest methods of decorating glass when Rome ruled the world was the application of threads and balls of glass applied to the outside of the vessel.

The barrel shaped bottle (Figure 1.) of Roman glass with the coiled glass decor and the amusing little feet balancing the gracefully finished neck should serve as an inspiration for some modern day perfumer who wants a really new-old form for his latest perfume creation—or, in a larger size, it would be ideal for eau de cologne. There's something very charming and "come hitherish" about this container to my way of thinking! While such pieces as this one were naturally blown into molds a great deal of Venetian glass was later formed with only the guiding skill of the craftsman. During this same period millefiori, made of fused colored rods, was developed to a

high point of artistry although mosaic glass itself goes back to Egypt where it was made during the rule of the Ptolemys.

Enameling and painting on glass were favorite forms of decoration during the Roman period and cutting glass into sculptured relief forms had also been developed by this time. The Arab glass makers developed lustre painting during the



Figure III

The American Perfumer



Figure IV

Tenth and Eleventh centuries and molded and cut glass to imitate rock crystal ware. They, too, developed the gilding and enameling processes to their greatest perfection. Some of this work found its way to the Orient; and China, always more interested in porcelain and ceramics, nevertheless had its try at glass making. Figure 2. is a two colored glass snuff bottle from XVIII Century China which indicates how much they preferred to imitate a carved jade snuff bottle rather than to develop glass making into an entirely distinct form of expression.

Enamelled glass seems to have declined after the Fifteenth Century in Persia but transparent colored glass grew in popularity. Figure 3., a rose water sprinkler, Persian XVII-XVIII Century is one of the most plastic and expressive containers that can be imagined for the application of this type of product. Here, again, lies direct inspiration for the perfumer. The functional quality of this bottle is really amazing and if you study it carefully you can figure it out for yourself!

The Middle Ages made no startling contribution to the manufacture of glass although Germany produced

the famous and much loved forest-green (Wald) drinking glasses. The full control of the formulae for glass was out of the question for the geographic location of its ingredients varied so greatly in their properties as to cause considerable difference in the appearance of the glass itself and only modern science could have told them, for instance, that lead and chalk added to the formula in some localities would give greater brilliance and weight. This addition was only discovered in the 17th Century in making English and Bohemian glass.

During the Fifteenth Century a Venetian conceived the idea of using a clear soda-lime glass and proceeded to blow it into the most amazing, picturesque shapes and forms, an art in which Venetian mastery has never been equalled. This amusing figurine, Figure 4. XVIII Century, Venetian, shows the quaint little person holding a hollow tube into which perhaps was poured perfume or it might have held a single flower stem. In tempo it reminds me a bit of the "Golliwog" bottle, which, incidentally, is one of those "naturals" in packaging which never goes out of style.

In Figure 5. we have an example of an exquisite glass cup and flacon cover, cut and finely engraved at Rusenebirge, Germany, 1725. We realize when looking at such pieces that nothing in modern work surpasses its beauty and craftsmanship. While perfumes today can hardly hope for so luxurious a container,



Figure V

perhaps some one might be sufficiently courageous as to create a fabulously expensive perfume and pack it in just such a work of art—letting the actual cost be paid by those few customers who would have both the taste and pocketbook to indulge in such an elegant luxury.

Now let's turn our attention to the



Figure VI

pioneers in America, where glass, as I understand, became the first manufacturing industry. The "South Jersey Type" glass seems to have pretty much set the standard although Stiegel and Sandwich glass left their equally strong influence. Figure 6. a blue flint glass bottle, New Jersey Type, late XVIII or early XIX Century, is a delightful bit of originality and was no doubt blown to contain some honored lady's favorite perfume. This is another example from which a perfumer may gather inspiration. A perfume with a strong accent of green, such as sweet pea, would be appropriate for this bottle since the shape reminds one of the curling tendrils of the flower stalk. And Figure 7. which is a flask of Sandwich glass with its gay peppermint colored twirls of color suggests a bouquet odor with each color representing a flower. This should be seen for its brilliant colors to be appreciated.

Sturdy new America went in for

only a very little cut glass. No doubt the wealthier homes imported it from England for their well spread tables. But America found a clever short cut to the more costly product by inventing a hinged mould in three or four sections and, imitating the popular designs in cut glass, pressed their glass into the desired shapes. Of course it could not be compared in beauty or workman-

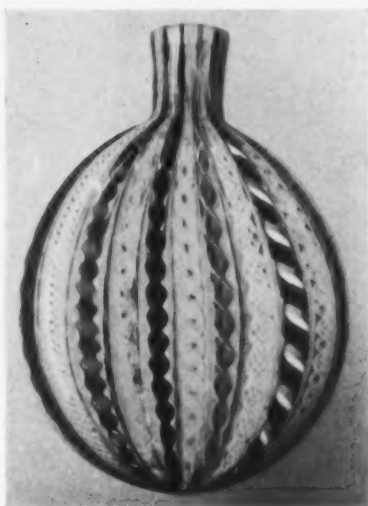


Figure VII

ship with the cut and polished pieces but it was a Ford-like way of giving the humble home glassware that simulated the expensive originals and was equally as functional. The invention of the American pressing machine in 1827 was really the one big contribution to glass manufacture with which we, as a nation, can be credited. However, our constant improvements in factory technique, quantity production, etc., etc., have put the glass industry in this country on a plane of efficiency probably unsurpassed by any other industry.

Figure 8, shows a bottle blown in 1858 by Japhet Mossbrooks, Millville, N. J., for commercial use. Figure 9, reminds us with a shiver that these three bottles which were made about 1895 (and still in use in the early Twentieth Century) indicate how far the perfume container had fallen from the gay artistry of earlier centuries. And yet, today, fifteen to twenty years later, these bottles wouldn't retail over the counter even as curiosities! But in Figure 10, you see the crowning (I'm not punning) achievement of American bottle making in the lovely and



Figure IX

very popular Matchabelli crown bottle beautifully ornamented in burnished gold. Along side is a more delicate flowerlike bottle, also with gold decor, and both these are products of the same glass factory. They stand out as radiant examples of what we can do today!

A little digging in the archives of glass companies who manufacture cosmetic containers, brings to light

some interesting facts and dates which link their origin with the historical beginnings of glass in this country. Again, I must reluctantly be brief.

Whitall Tatum Co. goes back a hundred years in the manufacture of glass and probably made the earliest perfume bottles manufactured in this country. They were supposed to have made the bottle for "Hoyt's Original and Genuine Cologne," which entered the retail market in 1868 and is still being sold in its original package.

The Foster-Forbes Glass Co. was formed in 1929 but its pedigree shows the parent company, the Granite Glass works, of Stoddard, New Hampshire, was started by Joseph Foster about 1842.

Hagerty Bros. & Co. was founded in 1849 and while they are not sure when they began making cosmetic containers they were definitely selling Colgate & Co., Solon Palmer, Lazell-Dalley and others in 1895.

The Illinois Glass Co. was founded in August 1873 and the Owens Bottle Co. incorporated in 1903. They merged in 1929. The Illinois Glass Co. started making perfume bottles around the year 1884.

Swindell Brothers, Inc. was founded in 1873 and in about 1885 they started manufacturing for the cosmetic and perfume industry.

Hazel-Atlas Glass Co. was organized in 1901 and was making cosmetic containers at that time. The parent company, the Hazel Co. was or-



Figure VIII

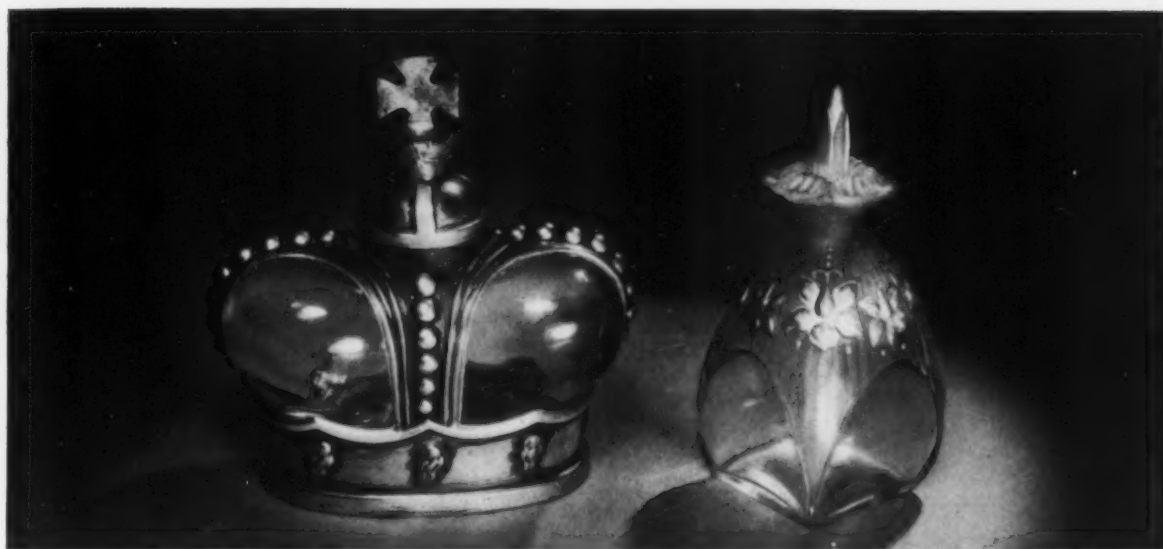


Figure X

ganized in 1887 and very soon after began manufacturing cosmetic containers.

The T. C. Wheaton Co. was founded in 1888 and started making cosmetic containers about 1890.

The Carr-Lowrey Glass Co. was organized in 1889 and immediately began the manufacture of perfume bottles. Cosmetic containers, how-

ever, were not made until about 1918.

The Kimble Glass Co. started in 1904. It specializes in small ware.

Other dates which I would have liked to add to this collection I was unable to obtain.

If, in a few short years we have made such strides ahead as indicated by Figures 9 and 10, what may we not expect from the industry dur-

ing the next quarter of a Century?

P. S. If my readers will be good enough to send photographs, actual packages, dates and data on the earliest products and packaging in their lines, particularly those which go back before the 20th Century, we will gather them all together and have an enlightening look at them in an early issue.

ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

To the red coloring material extracted (and precipitated) from alkannet root, Brand & Lohmann ascribe the chemical formula $C_{21}H_{22}O_6$ or $C_{20}H_{22}O_6$. To the remaining coloring material the formula $C_{16}H_{16}O_5$. A possible structural formula is also given. Raudnitz & Stein in their study of the coloring material of alkannet root, find that the methyl ester of $C_{17}H_{18}O_5$ is the true coloring material. Their experiments show that the (OCH_3) group is found in the side chain and not the nucleus of the compound, and that it is not in the quinone-nucleus but in the

hydroquinone nucleus of naphthazarine molecule. On the basis of these results, they propose two graphic formulas for the compound. (*Ber.* 68, 1479 and 1487, 1935, through *J. A. Ph.A.*, 25, 252, 1936.)



Ordinary methods of chemical analysis do not effectively show the presence of apricot kernel oil in sweet almond oil, according to R. G. Harry. *Phar. J.*, 136, 199, 1936. After subjecting various oils to a series of tests, the writer believes that sweet almond and apricot kernel oils can be considered as identical, for all practical pharmaceutical purposes. Their therapeutic value seems to be the same and any difference is in price only.



Technical emulsions is the name given by M. L. Hewitt, writing in *P.E.O.R.* 27, 238, 1936, for ordinary cosmetic emulsions. Types of emul-

sions, emulsifying agents, triethanolamine soaps, higher fatty alcohols and their sulfonates, glyceryl monostearate, absorption bases and other materials found in trade channels are described.



Rudolf Müller (*Seif. Ztg.* 63, 40, 813) discusses the use of monel metal for equipment in the soap and cosmetic industries. After giving the physical and chemical constants the author discusses the resistance of the alloy to a wide variety of substances customarily employed in soaps and cosmetics. His conclusions are generally favorable to the use of monel metal.



E. B. Ludlam, in a letter to the Editor of the *Pharm. J.*, 82, 301, 1936, suggests the use of sodium hexa-meta-phosphate in soapless shampoo. Calcium salts of this material are soluble and form compounds of the type $Na_2(Ca_2P_6O_{18})$, which shows the calcium ion removed as such.

Q & A

Our department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

88.—PREVENTING SPORES

Q. How can I prevent spores? My tragacanth hand lotion gets mouldy and turns sour. Sometimes one batch is good, but the next one goes bad. I am a constant reader and will very much appreciate your reply.—R. S., N. Y.

A. You cannot prevent spores, but you can control them. All your hand lotion needs is a preservative. Use about 1:750 of methyl para-hydroxybenzoate, dissolving this in your water with boiling. Then go ahead and make lotion in the usual way. Nothing else to it.

89.—POMADE AND SACHET

Q. Can you provide us with a formula and directions for producing a good quality pomade that will not break down in hot weather? Our perfume compounds are prepared for us, but we would like some advice on the best method of making this solid type of perfume. Also, can you send us directions for making a good sachet?—J. R. L., Maine.

A. "Pharmaceutical Formulae Volume II" suggests the following as a pomade for perfume:

Lard3 pounds
Spermaceti3 ounces
Almond oil3 ounces
Perfume to suit.

Melt the fats together on a water bath, adding the perfume when sufficiently cool with stirring. If the product is not solid enough, try adding some paraffin, beeswax, ceresin or ozokerite. Preferably, you should use a flower pomade or residue which has been washed practically free of floral perfume, but still possessing a slight flowery aroma. Your

perfume supplier can get this for you, or we can give the names of sources. As for the sachet, this is a base of herbs to which a sufficiency of perfume has been added. The choice of herbs depends on the odor, thus a mixture of tonka, orris and sandalwood is a base for chypre sachets. We suggest you consult one of the well known texts on this, as the data are too long to publish in this column.

90.—LIQUID MASK

Q. Is it desirable to use acacia gum as an addition in a liquid mask? What proportion of the whole?—M. R., Fla.

A. So many people make the same mistake you make—not sending in your formula. Without this, it is difficult to advise you. Accordingly, we take it that your mask is a gum mixture, and you desire greater adhesive properties. If you are using tragacanth, change to karaya gum. This gives a more flexible gum. But if you prefer a varnished tightness, use tragacanth. Adding acacia gum makes the product more tenacious. Honey does likewise, but hinders complete drying of the mask unless used in small quantities. There is no definite amount of gum acacia needed. It all depends on your product. If you send the formula for this, we will gladly advise further.

91.—WAVE SET CONCENTRATE

Q. We have been experimenting with a fingerwave concentrate using powdered tragacanth, but the results have not been satisfactory. If you can give us any information as to in-

redients or formulae for a wave set concentrate, we would appreciate it very much.—B. L. N., Wisconsin.

A. Since you do not state the exact type of concentrate you have in mind, we are taking it for granted that you refer to the dry mixture of powders sold for this purpose. Use karaya gum for such a powder, in preference to tragacanth. Try the following:

Powdered gum93 parts
Preservative 7 "
Perfume and color qs.

Pack the mixture in 1/4 ounce packages. One package to a pint of water gives a waving fluid. Color must be water soluble. Perfume sufficiently (2% of powder) so that resulting fluid is aromatic. Your preservative can be methyl paraoxybenzoate.

92.—PERMANENT WAVE SOLUTION

Q. I have a permanent waving solution, but am having a little difficulty in making the wave last. For as soon as water hits it, the wave loses its kick. The formula for this lotion follows. (This is not published.)—D. R., Penna.

A. You are not very clear in the terms describing the material components of your lotion, and this makes it difficult to advise you. Try the following formula suggested some time ago in an article on permanent waving solutions, in this journal. Ammonia water (stronger)...35 parts, borax...5 parts, and water enough to make 100 parts. You can add one of the special sulfonated oils, up to 10%, to your solution. The name of such an oil, along with the other data you request, goes to you under separate letter. Try the above formula, and if it doesn't satisfy, write again.

95.—HAIR BLEACH

Q. In the November issue, I noticed an article on a new non-ammoniacal hair bleach. Please furnish a manufacturing formula, and results of same in comparison with 18 volume peroxide.—B. M. S., Calif.

A. The name and supplier of the material you want goes to you by letter. As for the comparison of this bleaching action against 18 volume peroxide, we leave that to you. We have no such data, and do not have facilities for doing this.

The American Perfumer

THE AMERICAN PERFUMER

S. L. MAYHAM, *Editor*

MARY L. GOODMAN, *Assistant Editor.*

FELIX A. BELAIR, JR., *Washington Bureau.*



The Supreme Court's Fair Trade Decision

The decision of the United States Supreme Court upholding the Fair Trade Acts of California and Illinois has been widely hailed in manufacturing and retail circles. Certainly if its pattern can be followed in all the states in which such legislation will be introduced in this year's sessions, the effect upon merchandising practices will be profound. It is just as certain that new law has been created by the decision which carried the value of the trade mark as manufacturers' property into every transaction.

It should be remembered by the optimists, however, that while the Court held the two laws in question as not violative of the Federal Constitution, it did not hold that every such law would be sound in any state in which it might be passed. There is little doubt that practically every state may enact a "price maintenance by contract statute" which would be wholly valid. There is, however, a very considerable doubt that the so-called "omnibus contract" provisions would be constitutional in several states, notably New York. Making persons, whether natural or artificial, liable for the provisions of contracts which they have not signed and to which they have not specifically agreed would seem to be bad law in certain jurisdictions. Nor is it probable that appeals to the Supreme Court would wipe out such disqualifications of a statute where they exist.

The decision is a long step forward toward price maintenance by contract but the situation is still far from ideally arranged. Not all state laws on the subject are likely to be valid. Nor will conditions be wholly favorable until some price maintenance statute covering interstate commerce is evolved by Congress. Domestication in every state is too great a burden for many a small

manufacturer to assume, and without it, he cannot operate under any state enactment, no matter how sound or valid.

If we want price maintenance by contract, the Supreme Court decision has helped us a little, but we still have a long way to go upon our own feet. It is hardly the time for great rejoicing. Rather is it the opportunity for further constructive work toward this end.

Here Is Work For the Bureau

Surely there would seem to be little excuse indeed for labeling or advertising liquid petrolatum with a little coloring matter as "a combination of rare oils from the tropics," and claiming that this "rare oil" prevents lines and wrinkles. Yet that is exactly what one of the state health departments found to be the case with a cosmetic product picked up in the retail trade in that state.

Of course, it was not a harmful preparation excepting to the pocketbook of the purchaser and if used with sufficient imagination might possibly do some little psychological good. But such things cannot be permitted to continue in any business if that business is to endure, let alone grow and prosper.

Here indeed is work for the Board of Standards, but unfortunately, there is nothing the Board can do about it unless claims and product are submitted for inspection and approval. In this instance, they most certainly would not be submitted.

Power already exists in the Federal Trade Commission to "do something" about this. But is anyone optimistic to believe that the Commission is going to or that its action will be rapid and to the point? Which, to our mind, again emphasizes the fact that we do badly need that cosmetic law and Mr. Campbell's active young men to enforce it.

Would University Fellowships Help?

The rapid development of new methods and materials for cosmetics together with the fact that the industry is likely to continue under heavy fire from certain scientific quarters for some time to come again throws a strong light upon the fact that very little really scientific research on an independent basis is being done on the products, materials, and processes of the toilet goods industry.

During the next few years it is certain that the need for unbiased and more or less public research on cosmetic problems and particularly those involving a host of new and untried materials either now available or to be placed on the market will be acute. Co-operative research through recognized institutions would be excellent but securing the funds for it is probably quite another matter. Should individuals and companies in this field, many of them in a position to render the necessary financial support, not consider the possibility of grants or fellowships for general or specific cosmetic research? No single use for any funds which might be available in the industry could well contribute more to the general advancement of the entire trade.

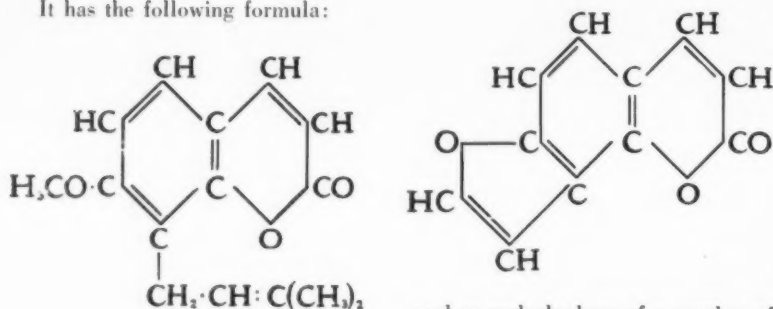


A Scene in Mons

Belgian Essential Oils

In this article, **Dr. ERNEST GUENTHER**, Chief Research Chemist of Fritzsche Brothers, Inc., New York, continues his study of angelica oil and begins a discussion of other oils from Belgian-grown plants.

It has the following formula:



Oil Angelica Root

THE chemistry of oil angelica root has been investigated by a number of workers:

Beilstein and Wiegand¹ and L. Naudin² found several terpenes (pinene and cymene) and sesquiterpenes without, however, clearly identifying them.

The Schimmel chemists³ definitely proved that d-phellandrene is the most important terpene present.

Very characteristic of the odor of angelica root oil are a number of oxygenated compounds, mostly lactones which were only lately identified.

Years ago, Ciamician and Silber⁴ had shown the presence of a valeric acid (methyl-ethyl-acetic-acid) and oxy-pentadecylic acid $C_{15}H_{30}O_2$. This was confirmed by M. Kerschbaum⁵ who established the acid as pentadecanol-15-Acid-(1). The compound seemed to be present as lactone and the same apparently was true also of some lower and higher homologues of this acid.

Previously, Böcker and Hahn⁶ had identified a lactone of the brutto formula $C_{15}H_{16}O_3$ which they concluded to be a γ -lactone.

Lately Späth and Pesta⁷ proved that this lactone was identical with osthol present in the root of *Imperatoria Ostruthium*¹⁰.

According to these authors, about 0.20% is present in the dried root.

Aside from Osthol, Späth and Pesta identified in angelica root oil a new lactone of the brutto formula $C_{11}H_{16}O_3$ which they named *Angelicene*. About 0.08% of angelicine seemed to be present in dried angelica root. It is a furo-2',3':7,8-Cumarin,

and as such the base of a number of natural furo-cumarins (isobergapatene, etc.).

Spath and Bailer¹¹ succeeded in synthesizing angelicine.

The lactones, especially the lactone of the oxy-pentadecylic acid $C_{15}H_{30}O_3$ are the carriers of the very characteristic and pronounced musk odor of the higher fractions of angelica root oil. Interesting is the relationship of "Exaltolide."



A Field of Angelica

In distillation waters have been found the following compounds: diacetyl, methyl alcohol, ethyl alcohol, fufurol, and a base of pyridine odor.

Application of Oil of Angelica Root

Angelica root oil is used in some perfume types of exotic note. The somewhat disturbing terpenes can be eliminated by washing out the oil with dilute alcohol. The solution is rich in lactones and has a very pronounced musky odor which serves very advantageously for building up oriental types of perfumes. Of course, angelica root oil finds its greatest application in cordials of the Benedictine and Chartreuse types, also in gins. It is impossible to develop such cordials without the application of a strictly pure oil of angelica root.

Adulteration

The adulterants most widely used are undoubtedly terpenes especially phellandrene. A genuine oil is so rich and powerful that it can easily be stretched by the addition of terpenes. The main criterion for a good angelica root oil should be the pronounced and characteristic odor of the lactones.

Angelica Seed Oil

The oil is obtained by direct steam distillation of the seed in a yield of 1.2 to 1.3%.

Gildemeister and Hoffmann¹² give the figures shown in Table V:



Harvesting Chamomile Flowers

Genuine oils of own distillation showed the properties given in Table VI:

Chemical Constitution

Angelica seed oil has thus far been less investigated than the root oil, probably for the reason that the chemistry of the two oils

TABLE V

Specific Gravity d_{15}°	0.851 to 0.890
Optical Rotation α_D^{20}	+11° to +13° 30'
Refractive Index n_D^{20}	1.484 to 1.491
Acid Number:	Up to 2.2
Ester Number:	15 to 30
Ester Number after Acetylation:	27 to 49
Solubility:	Soluble in 5 to 9 volumes of 90% alcohol, sometimes with opalescence or turbidity.

TABLE VI

	I	II	III	IV
Spec. Gravity d_{15}°	0.855	0.862	0.856	0.860
Optical Rotation α_D^{20}	+15°	+14° 31'	+14° 50'	+14° 46'
Refractive Index n_D^{20}	1.4847	1.4848	1.4840	1.4858
Acid Value:	1.4	1.4	1.1	2.8
Saponification Value:	1.4	23.8	14.8	21.5
Solubility:	Slightly turbid in 10 volumes of 90% alcohol.		Soluble in 4.5 to 5 volumes and more of 90% alcohol with slight turbidity.	



A Field of Chamomile

seems to be similar. The two oils resemble one another except for the proportion of terpenes and oxygenated compounds. The latter appear to predominate in the root oil while the seed oil contains more of the terpenes.

R. Müller¹³ identified valeric acid (methyl-ethyl-acetic-acid) and oxymyristic-acid. (The next higher homologue, oxy-pentadecylic acid has been found in angelica root oil.)

Of the terpenes, so far only phellandrene has been identified,¹⁴ although the presence of other terpenes is probable.

Adulteration

Adulteration of angelica seed oil is carried out mostly

with terpenes and especially with phellandrene.

Application

The application of oil of angelica seed is similar to that of root oil. It is applied especially in cordials of the Benedictines and Chartreuse type.

Oil Roman Chamomile

Anthemis nobilis L. occurs in its wild growing state throughout Western and Southern Europe. It is cultivated extensively in Belgium and to a lesser degree in England, Germany and lately in Hungary. In Belgium, this perennial plant is cultivated in a few communities around Lessines and Flobecq (in the North of the Province of Hainaut) and around Grammont (in the South of the Province of East Flanders). Undoubtedly, Lessines is the world's principal center for Roman chamomile cultivations.

Chamomile is planted the first warm days of early spring. For reproduction, a plant of the previous year is divided into small bunches of four to five young shoots. These are planted in straight lines with a distance of about 50 centimeters between the plants and 60 centimeters between the rows.

As the plant grows and develops, it branches out into numerous clustered, curved stalks about 40 centimeters high which almost completely cover the ground. The ends branch out and bear the flowers which are gathered during clear, dry weather as they mature. The young flower buds continue to develop into full-grown flowers to be gathered later in the season. The whole harvest period last about two and one-half months from the end of July to the end of September or middle of October.

Roman chamomile flowers are exported all over the world, chiefly to France and England, where they are sold through the drug trade to pharmacies and medicinal herb shops. In the household, the flowers are employed for making teas and infusions (four to five flowers per infusion) which have stimulating and antispasmodic properties. The essential oil industry employs these flowers for oil distillation. The main use of chamomile flowers, however, is in the manufacture of French and Italian ver-

mouth where very large quantities are used.

The flowers are harvested about every two weeks by women and young girls who kneel between the rows and with both hands skillfully pick each flower. The larger flowers are first collected in wicker baskets and from there emptied into sacks standing along the fields. The harvest of the season consists of about five to six pickings in each field. The flowers of the second and third picking are usually the most beautiful and contain the most essential oil. In view of the great number of small fields, there are fresh flowers available practically every day of good weather.

The harvesters are paid according to the weight of fresh flowers gathered. The growers sell the fresh flowers to the herb exporters whose trucks daily collect the sacks of chamomile flowers harvested during the day. The material is transported as quickly as possible to the kilns which are especially constructed for drying with compressed hot air. In these kilns, large quantities of flowers can be dried within a few hours.

Five kilos of fresh chamomile flowers yield about one kilo of dried flowers but the ratio varies greatly according to dry or rainy weather. In dry, sunny weather, the flowers are very beautiful, large and pure white, whereas during rainy damp weather they appear grayish or rusty.

The cultivation of Roman chamomile is a relatively important industry in Belgium. It extends over a territory comprising more than twenty communities and is carried out by several hundred families, all of whose members participate, since much labor is involved.

Belgium produces yearly 200 to 250 tons of dried flowers, the selling price of which fluctuates from year to year. Even in the course of one season it is very speculative. During the past ten years, the price per kilo of dried Roman chamomile varied between 10 and 30 Belgian francs.

Distillation of Oil of Chamomile

Our average yield of essential oil from dried Belgian material, consisting only of flowering tops, was one per cent. Freshly distilled oil is light blue in color; upon prolonged standing it changes to a yellowish, brownish green. The odor of the oil is full and aromatic, the flavor sharp.

Chemical and Physical Properties

Gildemeister & Hoffmann¹⁵ give the constants shown in Table VII.

Genuine oils of our own distillation showed the properties given in Table VIII:

Chemical Constitution

The chemistry of essential oil of Roman chamomile has been investigated during the past ninety years by a number of workers:

C. Gerhardt¹⁶ established angelica acid as main constituent.

E. Demarçay¹⁷ proved that angelica acid occurs as ester of normal butyl and iso-amyl alcohol.

Fittig and Kopp¹⁸ and Fittig and Köbig¹⁹ in a number of publications

TABLE VII

Specific Gravity d_{15}^{15} :	0.905 to 0.918
Optical Rotation α_D^{20} :	—1° to +3° (Rotation cannot always be read because of the dark color)
Refractive Index n_D^{20} :	1.442 to 1.457
Acid Number:	1.5 to 14
Ester Number:	210 to 317
Solubility:	Soluble in 5 to 10 volumes of 70% alcohol, sometimes with turbidity, or soluble in 1 to 2 volumes and more of 80% alcohol. Even in 80% alcohol there is sometimes opalescence and separation of paraffins.

TABLE VIII

	I	II	III
Specific Gravity d_{15}^{15} :	0.905	0.904	0.906
Optical Rotation α_D^{20} :	Too Dark	+0° 48'	+0° 40'
Refractive Index n_D^{20} :	1.4428	1.4410	1.4421
Acid Number:	8.4	7.0	5.6
Saponification Number:	295.9	301.5	296.8
Solubility:	All were soluble in 80% alcohol but with separation of paraffin.		

showed the presence of: an ester of iso-butyric acid, angelica acid butyl ester, angelica acid iso-amyl ester, an ester of an active hexyl alcohol, a

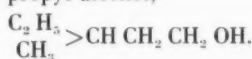
methacrylic acid $\text{CH}_2 = \text{C} \begin{smallmatrix} \text{CH}_3 \\ \text{COOH} \end{smallmatrix}$

probably also in ester form, an alcohol of camphorous odor, $\text{C}_{10}\text{H}_{18}\text{O}$ named anthemol.

Later investigations supplemented these findings:

E. E. Blaise²⁰ confirmed and somewhat modified the findings of the earlier workers by suggesting the following proportions: 500 grams of oil upon saponication yielded: 190 grams of crude acids of which 90 grams were angelica acid, 25 grams iso-butyric acid, and considerable quantities of polymethacrylic acid; and, as neutral products: 25 grams iso-amyl alcohol, 80 grams active hexyl alcohol, 33 grams anthemol, 30 grams normal butyl alcohol.

P. van Romburgh²¹ showed that the hexyl alcohol in the oil amounts to about 4 per cent. It is methyl ethyl propyl alcohol,



The blue constituent, azulene, $\text{C}_{15}\text{H}_{18}$ is present in the higher boiling fractions. It is the physiologically active principle of the oil, anti-inflammatory. The paraffin compound separating in solutions of 80% alcohol was named anthemene by L. Naudin.²²

According to Klobb, Garnier and Ehrwein²³ it has the brutto formula $\text{C}_{30}\text{H}_{42}$.

Application

Oil of Roman chamomile finds application especially in cordial work, in compounds of vermouth and in perfumes. It is also used for flavoring infusions and medicines.

²⁰ *Berichte der Deutsch. Chem. Gesell.* 15 (1881), 1741.

²¹ *Bull. Soc. chim.* II. 39 (1883), 407; *Compt. rend.* 96 (1883), 1153.

²² *Berichte von Schimmel & Co.* April, 1891, 3.

²³ *Berichte der Deutsch. Chem. Gesell.* 29 (1896), 1811.

²⁴ *Berichte der Deutsch. Chem. Gesell.* 60 (1927), 902.

²⁵ *Journ. f. prakt. Chem.* II. 83 (1911), 243.

²⁶ *Berichte der Deutsch. Chem. Gesell.* 67 (1934), 853.

²⁷ *Liebigs Annalen* 495 (1932) 187; *Berichte der Deutsch. Chem. Gesell.* 66 (1933), 754; *Berichte der Deutsch. Chem. Gesell.* 67 (1934), 264.

¹¹ *Berichte der Deutsch. Chem. Gesell.* 67 (1934), 1212.

¹² "Die Atherischen Ole", Third Edition, Volume III.

¹³ *Berichte der Deutsch. Chem. Gesell.* 14 (1881), 2476.

¹⁴ *Berichte von Schimmel & Company*, April, 1891, 3.

¹⁵ "Die Atherischen Ole", Third Edition, Volume III.

¹⁶ *Compt. rend.* 26 (1848), 225.—*Ann. de Chim. et Phys.* III. 24 (1848), 96.—

Liebigs Annalen 67 (1848), 235.—*Journ. f. prakt. Chem.* 45 (1848), 321.

¹⁷ *Compt. rend.* 77 (1873), 360; 80 (1875), 1400.

¹⁸ *Berichte der deutsch. Chem. Gesell.* 9 (1876), 1195; 10 (1877), 513.

¹⁹ *Liebigs Annalen* 195 (1879), 79, 81 and 92.

²⁰ *Bull. Soc. chim.* III. 29 (1903), 327.

²¹ *Berichte der deutsch. Chem. Gesell.* 20 (1887), 375 and 468.

²² *Bull. Soc. chim.* II. 41 (1884), 483.

²³ *Bull. Soc. chim.* IV. 7 (1910), 940.



by
**DONALD S.
COWLING**

NOT DEAD, BUT SLEEPING

Not so much water has flowed under the bridge since the days when a toilet goods salesman who had any kind of a line at all took it for granted that there would be some toilet water on every order. A new toilet water in those days was an event—the big stores went for it in a big way, and the merry sound of gross lots was heard in the land.

Today a little toilet water is sold, but darned little, and it's too bad, because there's an item that can go places. Not every woman can afford delicately carved crystals enclosing within their gleaming prisms highly concentrated essences of rare fragrances, but almost everybody can go for a fair sized machine made bottle of that same fragrance in diluted form at a moderate price.

When you want a straight shot of liquor and no lost motion, there's only one thing that will do, but many times a highball will fill the bill just as well, and when it is set before you it looks as though you're getting more for your money. The highball of perfumes—toilet water—can be brought back to its rightful place on the toilet goods counter. Maybe not under the name of toilet water—probably not—too many people have heard about the Scotchman who got banged on the head after his shave; but there are a lot of euphonious combinations of syllables in the French and English languages which will lend themselves readily to

such a worthy purpose as the rechristening of an orphan. The ice has already been broken, and while there is yet considerable difficulty in informing the uninitiated just what is being attempted, concerted action on the part of producers should find such a process of education not an insuperable difficulty.

The chemists will do their part—plenty of good formulae are available—and, if the advertising people will come in out of the moonlit Oriental garden where all is glamorous and seductive and get down to cases and tell people what it is all about, there is an excellent opportunity to add substantially to sales.

Colognes were in a like condition of neglect a very few years ago, but two alert producers went after them in such a way that cologne not only came back, but went on to heights undreamed of in old days.

This is a good opportunity for salesmen to try themselves out on broader selling. Selling just the buyer won't do. But with the right kind of story to tell the entire personnel of the stores in their territories, and backed up with the right kind of advertising, your salesmen can do much as actual ambassadors of commerce.

Oh, yes, and the name. That certainly must be right. Maybe the Editor will offer a prize for the best suggestion. (*Ed. Note: Yeah—maybe!*)

the PENDULUM

by Edna Colladay Pierce

It has long been known that comparatively unimportant events exert a profound influence on the *Style Trend*, but cosmetic manufacturers with very few exceptions have been extremely slow in taking advantage of a foreknowledge of fashion. Can we not add sales during the coming season?

ONE of the most glamorous of the new fabrics to take the feminine world by storm is upholstery brocade, some of it shot with metal, and it calls for radiant make-up, for it comes in delicately tinted tones, yet in a variety of colors, some of them subdued, some brilliant. To wear this fabric becomingly a woman's face must be in harmony with the sumptuousness with which she is clad.

None of the more riotous shades of make-up will do, for this fabric, whether it be made into an evening frock, a wrap, or a hostess gown, is distinctly dramatic, yet reminiscent of the *moyen age*, and it calls attention to the skin in no uncertain way.

Dull powder, softly tinted skin, startling lip-rouge, practically invisible eye-shadow make this lovely fabric seem to belong to the woman wearing it, while the opposite effect is produced when too striking make-up is used.

We were a little amused at the statement recently scanned, that the Tyrolean influence was predicated in America upon the production here of "White Horse Inn." Rather, this country's duplication was the culmination of years of popularity of the *real* White Horse Inn abroad, and simply served to *point out* here in New York, the immense vogue this style trend enjoys. The keynote can be capitalized upon by manufactur-

ers who have the vision to realize the importance of this influence and the likelihood of its continuance. We first called attention to the Tyrolean influence in this department as long ago as last March!

The Dalmatian trend, on the other hand, is likely to be short-lived, though it is beautiful and the gold-embroidered boleros and girdles making their appearance here now, could profitably be supplemented by hand-bags containing make-up appurtenances and perfume, because any style that is authentic as to background and has an unusual eye-appeal, can be popularized and retained long enough to cash in on it.

Mid-season couturier news is indicative of a very feminine spring and summer. Transparent effects are going to be high fashion, and there is no mode more graceful, nor illusion-lending than this one. Evening frocks have undergone an important evolution in one respect. Transparent draperies will *accent* rather than *outline* the silhouette. This means that drapery appears as trimming, lending enchantment to a clinging sheath of crepe, satin, or some equally feminine fabric, and transparent arm-hole or shoulder chiffons float mistily out as they swing free from the figure.

Transparent coats, often intricately embroidered, bordered, tucked or ruffled, are worn over simple princess evening gowns, and strike another new note. Transparents even invade the daytime mode, for there will be ankle-length chiffons; linens and voiles will have chenille stripes, and chiffon, lace, organza and tulle are gaining favor in the couture houses. Patou, Chanel, Francevramant and Maggy Rouff are in the front rank of the couturiers who are sponsoring transparent effects and they are also showing flowers as motifs and accents in various ways. Patou's flower embroidered bouquets; cut-velvet flowers forming a lovely bolero; printed flower fabrics, are straws that show which way the wind of femin-



A fine example of cooperation between manufacturer and store. Carson, Pirie & Scott in Chicago showed this window banked with pine on either side and a centerpiece of plumes, a portent of the coming Coronation, as a setting for a well known perfume.

ine favor will blow this coming season.

All this fashion news directly affects toilet goods manufacturers, who by knowing in advance what the style trends are going to be, can key their products, advertising and promotions accordingly. It is heartening to note how many of them *are* doing so now, and how the others one by one are falling in line and realizing how information thus gained can be made to bring in dollars and cents. Women will buy a modern package, designed to harmonize with the prevailing mode a great deal quicker than an outmoded one, as the canny manufacturers know.

The zest for the coming Coronation has suffered a severe jolt with the abdication of Edward VIII. While the new King will have the loyal support of his people, it is unlikely that he will ever attain the popularity of his brilliant brother. Just what effect the tinge of sadness that fills the

hearts of British subjects, never to appear on the surface, will have on the style trend, it is still too soon after the blow has fallen to venture a prediction, as this department goes to press. That it *will* have an effect is undeniable, for Edward VIII was interested in clothes both masculine and feminine, and exerted a wide influence on style centres both here and abroad. It is still too soon to know how profound and far-reaching the effect may be. The perceptible pause prolonged becomes unendurable, so British, French and American couturiers will get on with their businesses, and when we know what the outcome of the recent English crisis on feminine attire and toilet goods will be, we'll tell you about it, for—as you've discovered long since!—our ear to the ground has become habitual, that we may uphold the tradition of this publication to serve you, authentically, honestly and fearlessly.

Serious shortage of merchandise during the "Rush" season is excusable in very few instances. It is pretty tough to turn down last minute orders and very seldom necessary if you give the supplier any sort of co-operation. More than a Selling Hint is given in the following suggestion.

Among other things, we've been hearing that sales in stores seemed "spotty" and that came from the buyers. Also that there was a shortage of some manufacturers' merchandise, and that not only inconvenienced the stores, but goes far deeper than that, because it means that manufacturers lost sales on some of their items, and let the consumer down.

Analysis shows that there is one very serious reason for this. Suppliers cannot perform miracles. If goods are ordered of the last minute; if the original order is not large enough and the specifications and dates for delivery not elastic enough to give the supplier time to do a really good job, and ship his finished goods on time, how can the manufacturer expect to complete *his* part of the contract by sending the stores enough merchandise to fill the unprecedented demand that this very active season afforded?

Yet just this condition has prevailed. Box makers have not only been working overtime, but have been interrupted while keeping their factories running at full speed, by irate telephone calls from manufacturers

demanding *their* containers—day before yesterday!

The same thing applies to bottles, labels, compacts, lip-rouge cases. *We know*, for we've been in these places when manufacturers have barged in peremptorily insisting that *their* orders be sent out immediately.

The men and women who *make* these supplies for you are human beings too, you know, and skillful, hard-working individuals, not automats. They deserve your considera-

The Question Box acts as a clearing house to help you solve your merchandising and sales promotion problems. Send in your own questions. We shall be glad to answer them and shall not reveal your name. So you may be quite frank and so shall we!

Q. Will you please tell me what item in a cosmetic line runs into the largest volume, and which item in make-up has the greatest consumer demand?

A. Cleansing cream in the first class, powder in the second. The reason, from a woman's standpoint is obvious. It takes more cleansing cream to remove make-up and dust particles



This handy De Vilbiss traveling atomizer is both decorative and convenient to take on either a pleasure or business trip. It locks by turning the bulb, and has a smart case in which to carry it.

tion and understanding, and should have it. The supplier wants your business, but he has to depend upon his factory-workers for cooperation, just as *you* have to depend upon *his* cooperation to get your finished product to the stores, and *they* in turn have to depend upon the girl behind the counter. *

Know what you want before you order your supplies. Anticipate your demand *in advance* of placing it. Pay a fair price for what you want, and don't chisel a few cents here and there and expect to keep the good-will of the supplier on any other basis. Order your container *in time*, and make your delivery date elastic enough to get a satisfactory house for your product; to send it on its way to its user in dignity and grace instead of irritated haste, with grumbling and a frown.

Believe us, it will pay in goodwill, good temper, and good profits!

than it does to lubricate the skin with any other product. Cleansing cream is the starting point for all kinds of skin treatment and make-up.

A smaller amount of rouge, lipstick, eye preparations, are used in proportion to the powder consumed, because it covers a larger area and is more essential to women than any other single item of make-up.

NEWS and EVENTS

Eddy Again Heads Insecticide Group

Willim B. Eddy of the Rochester Germicide Co., was re-elected president of the National Association of Insecticide and Disinfectant Manufacturers at its annual convention at Philadelphia in December. Other officers elected at the convention are: vice-presidents, W. G. Griesemer, Black Flag Co., and J. L. Brenn, Huntington Laboratories; secretary, John H. Wright, John H. Wright Co.; treasurer, John Powell, John Powell & Co. H. W. Cole of Baird & McGuire, was made an honorary member.

Maine Cosmetic Law to U. S. Supreme Court

Upon appeal of Bourjois, Inc., the United States Supreme Court has consented to hear its case against the state of Maine, involving the constitutionality of the state Cosmetic Act. The company contends that the state has no right to destroy its market there by forcing registration of its products there as

a prerequisite to their sale. This, the company contends, is interference with interstate commerce. The appeal will probably be argued late in the Winter.

Chicago Perfumers Elect Hanshaw

T. E. Hanshaw was elected president of the Chicago Perfumery, Soap & Extract Association for the coming year at the annual



Mr. Hanshaw



Mr. Vance

meeting of the organization at the Lake Shore Athletic Club, December 29. Mr. Hanshaw served as vice-president last year. With him were elected W. Kedzie Teller as vice-

president and Martin B. Vance as secretary and treasurer. Mr. Hanshaw, who is president of the Thayer Pharmacal Co., succeeds George A. Wisley as president.

Reports of the standing committees were presented at the meeting, the most interesting being that of the legislative committee which discussed at length the activities of the group along legislative lines.

Fritzsche Brothers Holds Sales Conclave

Beginning December 16, Fritzsche Brothers, Inc., held its annual conference at the New York headquarters, in the Port of Authority Commerce Building. Representatives from all parts of United States and Canada participated in the three-day conclave. A full program, including daily round-table discussions with the various department heads provided opportunity for consideration of their problems and for acquainting the representatives more intimately with the company's aims, efforts and achievements in the field of practical and experimental research. A series of motion pictures demonstrating different phases of the firm's work abroad were shown by Dr. Ernest Guenther to provide more



The Allied Drug & Cosmetic Association of Michigan gave its annual Christmas Party at the Detroit Leland last month. A fine floor show, entertainment, door prizes and dancing were the features.



Fritzsche Brothers Sales Group. At Head Table:- A. D. Armstrong, secretary; W. A. R. Welcke, treasurer; F. H. Leonhardt, president; B. F. Zimmer and Geo. L. Ringel, vice-presidents.

complete understanding of the various aspects of natural flower and citrus oil production.

Each day, between sessions, luncheons were held at the Hotel New Yorker. Dinner and entertainment, culminated in the company's annual dinner dance on Saturday.

An excellent 10-piece orchestra accompanied from time to time by the singing of a professional vocalist added to the gayety of the party which continued until 3 A.M.

Rosenfeld and Lande Sail for Europe

Al Rosenfeld, president, and S. Theodore Lande, vice-president of Al. Rosenfeld, Inc., New York, sailed January 5, for a visit to Paris and London. They will be gone several weeks and will visit the headquarters of the companies that they represent in America.

Salesmen Hold Christmas Party

The annual dinner of the Salesmen's Association of the American Chemical Industry was held at the Park Central in New York, December 29. The affair was in the nature of a Christmas party and was one of the best attended in years. Excellent entertainment featured the evening. A feature was the announcement of a total of 19 new members including Ken King of du Pont, Fritz Lueders, Jerry Furman of Merck, Ralph Stevenson of Givau-

dan, Alec Henderson of Allied; Jim Kerrigan of Merck and Charlie Welch of the T.G.A. Volume 12 No. 1 of the *Chemical Peddler* was distributed and upheld the journalistic traditions of the group.

de Hoyos, Jr. Stars as Fisherman

Luis Warren de Hoyos, son of Mayor Luis de Hoyos, manager of Synfleur Scientific Laboratories, Inc., Monticello, N. Y. is following in the footsteps of his father as a producer of results. As a sportsman, Mr. deHoyos, who is 15 years old, is considered one of the keenest in the county. He is six feet tall and weighs 200 lbs. He has a complete assortment of guns and



fishing tackle which he uses with marked effect as indicated by the accompanying photograph of his recent fishing expedition. In this photograph, Mr. de Hoyos is shown at the left. Like Mr. de Hoyos' other son, Luis, Jr., he is also an enthusiastic collector of stamps and coins.

Cosmetic Companies Answer Patman Complaints

The four companies cited by the Federal Trade Commission under the Robinson-Patman Act, for discounts, demonstrator and PM practices, have all made formal replies to the Commission's complaints. They are Richard Hudnut and subsidiaries, Elmo, Inc., and subsidiaries, Coty, Inc., and subsidiaries and Bourjois, Inc., and subsidiaries.

The answers take the form of general denial of practically every section of the complaints and particularly that the use of demonstrators and PM's as used by these companies constitute violations of either the Robinson-Patman Act or the Federal Trade Commission Act. Their use has been on "proportionately equal terms" according to the defendants understanding of the law, which defendants claim is vague and uncertain. Unfair competition arising from PM's and demonstrators is specifically denied.

Drug Trade Dinner on March Fourth

The annual Drug Trade Dinner this year will be held March 4 at the Waldorf-Astoria Hotel in New York. Committee of the Drug, Chemical & Allied Trade Section of the New York Board of Trade are already working on the affair and it is expected that it will again be the huge success which it has been in recent years. Unusual plans for a speaker have been reported.



Winter Sports preparations have been placed on the market by several manufacturers and some of them follow the lines of recent articles in these pages. Here are shown the Primrose House ski kit, Antoine's ski cream and lipstick, and the "Chap-Stick" a preparation suitable for both men and women.

New Jersey Machine Appoints Coast Agent

Carl Lambelet, president of the New Jersey Machine Co., Hoboken, N. J., has advised that on a recent trip to the Pacific Coast he appointed L. H. Butcher Co., Western agents for his company. A limited stock of the company's "Pony Label-rite" and "Pony Gummer" will be carried by the Butcher company to insure rapid service and deliveries. Offices of the latter are located in Los Angeles, San Francisco, Portland, Seattle and Salt Lake City.

Howard Dunney a Football Star

William Dunney, Sr. and William Dunney, Jr., well known perfumery chemists with Ungerer & Co. will long remember this football season just finished. Howard Dunney, the youngster in this family of giants, has just received a large silver trophy for his star punting and all around end play in the stunning 7-0 upset he and N.Y.U. gave Fordham (Rose Bowl Candidate) in their Thanksgiving Day clash.

Magnus Debates Minimum Wages

Percy C. Magnus, president of Magnus, Mabey & Reynard, Inc., and president of the New York Board of Trade, Inc., took the

negative side of a debate on the question "Should New York State Enact a New Minimum Wage Law for Women in Industry?" over the WOR Forum Hour, December 20. Mr. Magnus contended that such action violated freedom of contract, interfered unduly with legitimate business, and was designed primarily to keep women out of industry. He held that protection of women in industry could be accomplished in other ways.

Ash Now Connected With Zell Products

Jo Ash who has been associated with the toilet preparations industry for 52 years has joined the Zell Products Corp., 347 Fifth Ave., New York, N. Y., in a sales capacity.

Bennett Returns From Mid-West

Irving Bennett, sales manager of Compagnie Parento, Inc., Croton-on-Hudson, N. Y. recently returned from a business trip in the midwestern territory. He made his headquarters at the Chicago branch of the company, 443 South Dearborn St. which is under the direction of E. J. McBrady.

Mr. Bennett was very much pleased with the improved business conditions of the consuming industries, which reflected in the sales of aromatics, essential and floral oils and perfume compounds through the Chicago sales unit of Compagnie Parento.

Weicker Resigns from Dodge & Olcott Co.

Herman G. Weicker has resigned as executive vice-president and director and has sold his stock interest in Dodge & Olcott Co., New York. Mr. Weicker joined the company about ten years ago and has made an enviable record both for himself and for Dodge & Olcott Co., during the trying period of the depression. Mr. Weicker has been very active in industry affairs, a member of the code committee and former president of the Essential Oil Dealers Association. He states that he will not remain inactive and will announce his future business intentions at a later date.

Lansing P. Reed, partner in the law firm of Davis, Polk, Wardwell, Gardner & Reed, has been elected director of Dodge & Olcott Co., succeeding Mr. Weicker.

Ertel Sails for European Visit

Fred J. K. Ertel, president of the Ertel Engineering Corp., New York, sailed with his family December 19 for a business and pleasure trip of two or three months in Europe. He expects to spend considerable time with his London representatives, Farrow & Jackson, and, if time permits, will also visit the Leipzig Fair.

van Ameringen-Haebler Gives Christmas Party

van Ameringen-Haebler, Inc., New York, gave its annual Christmas party to the trade December 29 and more than a hundred members of the industry enjoyed the company's hospitality. Guests were greeted by A. L. van Ameringen, president; Dr. W. T. Haebler, vice-president; and other officials of the company.

Norman Heads California Cosmetic Association

The annual meeting of the California Cosmetic Association for the election of officers was held December 9 at the Hotel Knickerbocker in Hollywood. The slate nominated by the nominating committee was presented to the members at this meeting and was elected by a unanimous ballot. Officers for the coming year are: president,

The American Perfumer

Andrew Norman, Merle Norman; 1st vice-president, F. A. Fetsch, Calif. Cosmetic Corp.; 2nd vice-president, Wm. Nassour, Castilian Products; secretary, Davis Factor, Max Factor Co.; treasurer, Louis Herzberg, Moon Glow Cosmetics; trustees, D. S. Cowling, Gene Palmer Co.; W. R. Schmidlapp, Shor Laboratory; E. J. Schmitz, Kays Cosmetics; H. Horsfall, Ivor of Hollywood.

A most interesting meeting was held after the election of officers. A discussion of the recent Trade Practice Conference and the California Cosmetic Association letter to H. L. Brooks, president of the T. G. A., was led by Mr. Cowling of Gene Palmer, Capt. H. Clyde Balsley of Merle Norman, and A. P. Willats of Colonial Dames, and the association went on record as indorsing the sentiment expressed in the letter. A letter from S. L. Mayham, Editor of *The American Perfumer* was also read and discussed. After this discussion most interesting talks were given on the latest excise tax activities and anticipated California legislation by Gail B. Selig, attorney for the California association; purification of essential oils and preparation of aromatic isolates by Dr. Alexander Katz of Florasynth Laboratories; and the real facts and conditions about the maritime strike on the Pacific Coast which is so adversely affecting the toiletries business there by Maurice Carasso.

Sherwood Petroleum Gives Christmas Party

The good fellowship which is characteristic of the organization of the Sherwood Petroleum Co. manifested itself in no uncertain degree when well over 100 members of the organization and guests gathered in the main offices in Brooklyn, December 24, for the annual Christmas celebration.

Harold Sherwood, founder of the company, assisted by his associate of many years, Arthur Glacel and William Kroneman, Julius Flescher and the officers, received the guests. Following a repast, dancing was enjoyed until a late hour in the afternoon.

A. Maschmeijer, Jr.

A. Maschmeijer, Jr., founder and head of the perfume raw material organization of that name

died at his home in Amsterdam, Holland, December 7. About 38 years ago, Mr. Maschmeijer entered the rather undeveloped field of synthetic aromatics with the manufacture of several chemicals that were rare at that time. Being an outstanding chemist himself, with a staff of skilled assistants he discovered many new aromatic chemicals which proved later of great value in perfumery.

To take care of the increased demand for his products in the United States, Mr. Maschmeijer opened a branch in the United States with headquarters in New York, in the Fall of 1927. As business continued to increase it was found necessary to manufacture several products in America, and in 1933 a plant was opened in Newark, N. J. Mr. Maschmeijer had made several trips to the United States and had paid personal visits to many of his friends in the perfume industry. He had contemplated another trip this month.

Anticipating an eventual retirement, Mr. Maschmeijer had trained a capable staff of directors which will continue the management of the organization without any change in the company's general policies.

Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal.

"Tegolan"

Th. Goldschmidt Corp., New York has announced a new product to be known as "Tegolan". This product, according to the company's announcement is "a brand of lanolin alcohol containing 33% free and 7% combined cholesterol. It is entirely derived from lanolin and comes in the form of a wax, broken into lumps.

"The free cholesterol content of 'Tegolan' should not be confused with 'cholesterin value'. Lanolin, for instance, has a cholesterol value of 14%, but its free cholesterol content is only around 1%, the balance is

Ralph E. Tweed

Ralph E. Tweed, founder of R. E. Tweed Co. of Philadelphia, died December 24. Mr. Tweed, who had been very active in advertising circles and widely known for 16 years as head of his own advertising agency, was born in Sparta, Illinois. Mr. Tweed successively became advertising manager of the International Harvester Co., sales and advertising manager of the Franklin Printing Co., advertising manager of the Welsbach Co., and contact executive for Frank Presbrey Agency. In 1920, he founded R. E. Tweed Co. Mr. Tweed, who resided in Upper Darby, Pa., was a member of the Advertising Club of New York and the Penn Athletic Club of Philadelphia.

Hugh P. McCormick

Hugh Perry McCormick, a vice-president of McCormick & Co., Baltimore, died early in December in that city. He was a brother of the present head of the company and a nephew of its founder, the late W. M. McCormick. Surviving are his widow and two children.

NEW PRODUCTS AND PROCESSES

combined cholesterol. 'Tegolan' is recommended for use as a source of cholesterol and not as an emulsifier. One-half of 1% 'Tegolan' in a cream is all that is needed for nourishing effect. The cholesterol crystals available today are so expensive that they are out of reach of the average cosmetic manufacturer. 'Tegolan', however, contains cholesterol in a form and at a price which warrant its use in all creams and lotions."

"Castile Soap Granules"

Kranich Soap Co., Brooklyn, has placed on the market a special grade of Castile soap, known as "Castile Soap Granules". The new product, according to the company's announcement "eliminates high cost, trouble in dissolving, necessity of warmth to keep it in solution, and other objectionable qualities of the old fashioned type." It is especially recommended by the company for shampoos and other similar products.

REVIEWS OF TECHNICAL BOOKS

□ **HANDBOOK OF CHEMISTRY AND PHYSICS.** Edited by Charles D. Hodgman, M.S., 2024 Pages. Chemical Rubber Publishing Co., Cleveland, Ohio. 1936. Price, \$6.00.

The 21st edition of this most useful work follows largely the lines of the edition of last year. Revisions have been made in a few of the tables but no great amount of new material has been added. Principal changes and additions are as follows: The numerical table has been divided into two parts, one of which gives the reciprocals and circumference and area of circles and the other is wholly devoted to squares, cubes and roots which are carried to seven significant places. A table of haversines and considerable material on statistics has been added. The photographic section has been enlarged by the inclusion of many new formulae and tables. Properties of commercial plastics have been included for the first time. There is a revised table of isotopes. Several other useful but minor tables have also been added.

The book follows the style in printing and binding of the former editions and the arrangement and order of the material is excellent.

S. L. M.

□ **THE EXTRA PHARMACOPOEIA.** Martindale & Wescott. Volume II, twentieth edition, 1935. Published by direction of the Council of the Pharmaceutical Society of Great Britain. The Pharmaceutical Press, London. Price, 22/6 net.

This 6½ by 4 by 1 inch book, though looking like a prayer book, contains 889 pages of important and valuable facts. Every branch of pharmacy and many branches of chemistry are discussed in detail. Data are up to date and the bibliography well presented.

On page 225, for instance, is a brief but concise discussion of pH. On the next page, indicators and uses are reviewed. And so on for each page.

Over on page 238 we find a section devoted to "Corroborative Tests," which really is a chart of physical and chemical constants, with characteristic reactions of many medicinal compounds. This section itself is unique, and, to this reviewer, worth the price of the book. For instance,

the tests for zinc phenolsulfonate we find to be mighty interesting—and easy, too.

Further on in the book is a section on sterilization and another on disinfectants. Just after this is a discussion of "Chemotherapy," the "Relation Between Chemical Constitution and Physiological Effect." A thorough and brief discussion of this subject, and many interested in this phase of pharmacy can save themselves the price of a special book on the subject. Near the back of the book is a section devoted to *proprietary medicines*, in which the name and composition of many such products are given. Another very valuable inclusion in the book is the 3-language glossary of terms used in pharmaceutical practices. As the name implies, this little book is an extra pharmacopoeia. This reviewer finds it mighty useful. So will you.

M. G. DE NAVARRE.

□ **HOW TO SELL COSMETICS.** By Edyth Thornton, McLeod. 104 pages. The Drug and Cosmetic Industry, New York, 1937. Price, \$2.00.

It's a nervous shock to one's business system to come across a book on "how to sell something" that scarcely mentions the word "sell" and in which the sales-trite words "display" and "suggest" are no more than incidental. Such is Edyth Thornton McLeod's new handbook for cosmetic sales girls! Miss McLeod, as introduced by Elmer Sheets, editor of *Toilet Requisites*, is the country's foremost authority on cosmetic sales training.

Apparently, Miss McLeod has a three-fold selling philosophy: (1) *Selling IS Believing* (2) *Selling IS Knowing*, and (3) *Selling Effectively IS "Practicing What You Preach."* Her book is a bin of coherent facts shot through with gleams of terse humor that spur on the reader from the initial capital to the final exclamation point. It undertakes to inspire and instruct with emphasis on the instruction.

In a comparatively short series of compact little chapters, Miss McLeod puts firmly in black and white the basic facts about treatments and make-up that should be the mental equipment of every cosmetic sales

girl. She outlines methods, lays down definitions, stresses the importance of following beauty routines literally, offers advice on how to combat specific customer difficulties, gives valuable data on the fashion angle, and clears up some of the common misconceptions on allergy.

But, most noteworthy, Miss McLeod underlines all of these things with the necessity for tactful and sympathetic understanding of the customer as a woman in search of greater happiness through greater beauty. She urges the sales girl to adopt a kindly, helpful attitude including the gracious giving of practical beauty suggestions which abound throughout the book. Sales are then the natural result, not the nerve-racking goal!

"How to Sell Cosmetics" will renew the acquaintance of hundreds of sales girls throughout the country with this widely known cosmetic personality. But it will bring even more in the way of guidance and inspiration to the hundreds of other sales girls who have never had the opportunity of attending cosmetic training schools and who sadly need all that the book contains. To the manufacturers, this book, so devoid of hollow-sounding phrases, will bring a fresh, stimulating training approach.

J. V. I.

□ **THE CHEMISTRY OF COSMETIC PRACTICE** by Francis W. Howes. Published by author, Lindblom High School, Chicago. 1936. 92 pages. \$1.00.

Those of the industry who have not had much chemistry, or none at all, will find this book instructive. It is intended for beauty operators, the author writes this reviewer. The sections on inorganic and organic chemistry are the two best ones of the book. The chapters on hydrogen peroxide, soaps and shampoos are the next best. The section on antiseptics lists organic materials under the heading of "Inorganic Antiseptics". The chapters on cosmetics could stand refinement and in some places—rejuvenation. Since the book is not intended for cosmetic technicians, perhaps the drawbacks noted are not serious. Regardless, it is a worthwhile book to have, especially for those wanting a bit of chemistry without the details and time necessary to read a chemistry text book.

M. G. DE N.

Manicure Specialties

The second installment of the article on manicure preparations by **RALPH H. AUCH** treats of the formulation, manufacture and testing of the elements of such a line other than the polish, which was discussed in the first installment in December.

EARLIER, polish itself was directed to be used to remove the old worn polish film. This was obviously wasteful of the polish and messy at best to use. Later a simple mixture of solvents was offered in combination with the polish or separately. Fancy packages and excessive prices for such a commonplace product soon found milady taking an empty bottle to her favorite druggist or toilet goods counter to be filled with acetone, or her pet mixture of common solvents for a few cents.

Larger bottles of solvents, daintily scented and tinted were offered at more moderate prices in an attempt to bring her back into the fold. Then, happy thought! *Oily Polish Remover!* Catch phrases or copy books, such as, "Contains an oil that works into the cuticle leaving it soft, smooth and pliable." "Does not leave the nails and cuticle dry and brittle," helped materially in their introduction and acceptance.

The method of preparation is to add two or three per cent of oil to a solvent mixture that has been found effective and not offensively odorous in use and possessing little or no residual odor. Tint and scent it as desired and incorporate castor oil or distilled pine oil. Any residue of the former acts as a placit-cizer as does the latter until it has volatilized. Any hydrocarbon, such as white mineral oil, should be avoided as any residual oil impairs adhesion and may adversely affect the luster. All this, of course, is on the subsequently applied polish.

The best remover is one built around ethyl acetate or some other ester. Since nitrocellulose is an ester, the often quoted rule that "like dissolves like" holds true. It is important that the remover be not only a good solvent but a quick one. It must completely dissolve the old polish film before the remover solvents have a chance to volatilize.

Cuticle Remover

Removing cuticle mechanically with scissors in home

manicure practice has been almost wholly superseded by removing it chemically with cuticle remover. However, the practice is fraught with danger so that simple explicit directions should be prepared with the greatest care and carried legibly on the label. In fact, cautions on the label are not amiss. Cautions which are admittedly bad market-wise are quite generally accepted as better than law suits. Two widely used formulations are based on either soda or potash lye or else tri-



Leather cases are ideal containers for manicure sets. Note how compactly the items are arranged, and the manner in which the entire interior is utilized. Sets, upper row, left to right, courtesy of Barbara Bates and La Crosse Manicure Cutlery Co.; lower row, Northam Warren Corp. and Dorothy Gray.

sodium phosphate as the active ingredient, i. e. the tissue disintegrating substance. Typical formulae follow:

Sodium or Potassium Hydroxide	1.25 to 2.00
Glycerine	10 to 20
Perfume	q. s.
Water	q. s.
To make	100

Cuticle removers containing tri-sodium phosphate are usually:

Tri-sodium Phosphate	7 to 10
Glycerine	10 to 30
Perfume	q. s.
Water	q. s.
To make	100

The alkaline nature of these products makes them difficult to scent as some essential oils are saponified and many aromatic chemicals are decomposed or changed in character. Any perfume compound prepared for use in cold soap manufacture will likely stand up best in such a preparation.

Since alkalis or alkaline salts tend to etch the glass bottle and to form a precipitate it is the part of wisdom to use either an all round label or, better, to employ a frosted bottle. A rubber stopper or molded plastic threaded cap should be used as the closure.

Attempts have been made to merchandise a cuticle remover in cream form in a collapsible tube fitted with nasal tip for convenient application. The fact that one of the most aggressive merchandisers has dropped it from his line less than three years after launching it indicated that it did not meet acceptance.

However, a patented composition consists of approximately ten per cent sodium stearate in a 3 to 1 glycerine mixture with three per cent potassium hydroxide added. The advantage, if any, of cuticle remover in cream form is a little better control of application and less likelihood of burning surrounding tender tissues when carelessly applied.

The ingredients used in powder polish are many. Included are mild abrasives, such as tin oxide, kaolin, infusorial earth, zinc oxide, talc, pumice flour, silica dust and precipitated chalk; also insoluble soaps to impart lustre, such as tin oleate, tin stearate, zinc oleate and zinc stearate and even the highly odorous oleic acid. Powders have been formed into cakes with the aid of

tragacanth or other mucilage and even into sticks with an ointment base.

One that is very speedy, removes ridges quite well and imparts a high lustre without an undue amount of buffing and that may be varied to suit the individual follows:

Tin Oxide (Putty Powder)	40
Infusorial Earth (325 Mesh)	55
Stearic Acid (Powdered)	5
Color (Pigment)	q. s.
Perfume	q. s.
To make	100

A variation that works practically if not equally well is to replace the powdered stearic acid in the above formula with butyl stearate. The advantage of this latter ingredient is that it will have no adverse effect on the lustre and adhesion of subsequently applied liquid polish. The fact is that it will exert at worst only a plasticizing effect.

Either acts as a lubricant making the polish less distasteful in use, less liable to make cold chills run up and down the backs of sensitive users. It eliminates the use of talc to impart slip and talc at best is only a diluent for its abrasive property is practically nil.

It will be noted that the suggested color is a pigment. Carmine has been widely used ever since powder and cake polishes came into being. At best, it imparts a sort of dirty color and pigments and cakes are far better suited because of the relative ease in incorporation and brilliance of tints.

Tin oxide is an excellent nail powder abrasive but it is also quite expensive. It may be replaced in part under certain conditions with zinc oxide or titanium dioxide, silica dust or a heavy grade of precipitated chalk and possibly amorphous silica.

Polish cakes and pastes are quite passe. An attempt has been made to rejuvenate the paste in the form of a convenient hard pencil or stick. A very stiff ointment high in wax is the base and silica dust is the preponderant abrasive. The ointment reduces the bite of the silica to a satisfactory degree and it is perhaps the cheapest of the available abrasives.

An apparently overlooked use for powder polish, is as an adjuvant to liquid polish between two coats. To build up a really fine polish on furniture, autos and the like the finisher rubs down any irregularities between coats. The same idea works beautifully in polishing the nails.

Also the continuous use of liquid polish tends to accentuate any ridges and irregularities of the nails since it protects them from any natural abrasion they would normally be subject to. The manufacturers catering to the professional manicurists particularly should be able to put the idea over.

Cuticle Cream

The formerly widely used name "cuticle cream" has been supplanted by the more descriptive name "cuticle softener" or the more elegant "cuticle comfort" and "cuticle massage." At best, it is not a large volume item but most manicure lines offer it to round out the line. Its function is to keep the cuticle from drying out, becoming hard and ragged and the nails from becoming dry and brittle.

One type formula contains no water but has cooling and antiseptic properties imparted by menthol and thymol respectively. It is tinted to lift it out of the ointment category. The formula follows:

White Petroleum	87.75
Paraffine (M.D. 125° F.)	9.00
Menthol	3.00
Thymol	.025
Color (Oil Soluble Red)	q. s.
To make	100

Another contains water held by lanolin which, in turn, is preserved by lecithin:

Anhydrous Lanoline	12.0
Distilled Water	12.0
Lecithin	0.5
Petrolatum (Cream or lily white)	55.5
Light Mineral Oil	20.0
Perfume	q. s.
To make	100

Since the two types of cuticle cream above are essentially hydrocarbon oils which are difficult to rinse off thoroughly their use should be directed after, not before, the application of liquid polish. Thus any impairment of lustre and adhesion of the subsequently applied polish will be avoided.

The third type contains soap and is perhaps the oldest of the three on the market. It has been relatively in disrepute in recent years. It would appear to be worthy of revival if for no reason other than that the soap facilitates the washing off of the oils. Thus any tendency to adversely affect subsequently ap-

plied liquid polish is minimized.

Cuticle oil enjoys some call and if one wants to pioneer and lift this specialty out of the commonplace, this suggestion is offered. So-called "soluble mineral oil" has become available recently and a suitable formula may be built around it. Easy removal and absence of persistent oiliness should be the reward.

Nail white has become quite important. Earlier when liquid polishes were offered only in the clear and dainty tints they were directed to be applied with the accompanying camel's hair pencil "from the base to the tip of the nail." With the coming of the vivid colors, this was changed to "start at the half moon and brush toward the nail tip, wiping the polish carefully from the extending tip." It is the contrast of the untinted nail tips and half moons with the vividly tinted nail proper that has widened the market for this specialty.

It is merchandised in jars, in collapsible tubes, which are usually fitted with nasal tips and pencils. The order named is the ascending order of importance saleswise, which incidentally, parallels the increase in convenience in used.

In formulation, that offered in jars and tubes is usually a soft ointment base in which white pigment has been intimately milled. The pigments employed include zinc oxide, zinc sulphide, lithopone (zinc sulfide precipitated on barium sulfate), titanium dioxide, titanium pigment (titanium dioxide precipitated on barium sulfate in about 1 to 3 ratio) sometimes with extenders such as kaolin, talc, cornstarch or chalk.

The pencils are not shaped, of course, like the usual lip rouge and eyebrow pencils but like ordinary lead writing pencils of wood or spirally wound paper. The "lead" is not a stiff ointment mass but a slowly water soluble mixture of pigments and extenders such as the above suggestions, massed with a binder such as gum tragacanth, gum arabic, dextrin or casein.

On the other hand, the lead may be a mixture of either of the pigments in concentrated stearic acid soap. The stearic acid soap is prepared in the usual manner by saponification and highly concentrated by salting it out. The mass is milled smooth and then shaped into thin cylindrical form. Incidentally, the



Stock plastic boxes simplify packaging for the smaller merchandiser. Round box, and box in the foreground, courtesy of General Plastics, Inc.; other boxes, Bakelite Corp.

pencil form is pretty thoroughly covered by patents.

Bleach for Nicotine Stain

Men generally are not so concerned if their fingers are yellowed by nicotine. A rather brisk demand for nicotine removers has developed, however, now that the open and widespread use of cigarettes among women has come about. Nicotine removers are of two types.

The first removes the stain mechanically by scouring and is the less popular marketwise. It is offered as a paste and may be prepared of potash or triethanolamine soap containing finely powdered pumice, i. e., the so-called pumice flour, silica dust, feldspar of about 200 mesh or other suitable abrasives properly perfumed.

The second removes the stains chemically by bleaching. Obviously it must contain either chlorine or bromine or else a peroxide or perborate of proper concentration, suitably and thoroughly stabilized. Usually this type is also scented.

Just a few remarks about packaging. The change of attitude on the part of the housewife, the shop girl, the factory worker and the house maid and even the male of the species has come about not alone through the improvement of manicure specialties and the development of new ones. It is due in no small part to the simplification of the man-

icure, that is, fewer items and less time is required to complete it and the containers and accessories are so practical and sturdy and so conveniently arranged in a kit as to be almost fool-proof.

For example, the old cork with the concentric hole, fitted with an untrimmed camel's hair pencil has been replaced by a molded plastic closure fitted with neatly trimmed camel's hair pencil whose quill has given way to a metal shaft of a length found by exhaustive tests to be the most convenient for application of the polish. The old cork used to break off but today the closure is threaded to insure a good seal and evaporative loss is often pushed even nearer the vanishing point by a tight fitting cap or band of either transparent cellulose or treated gelatine. Likewise, the nail white instead of being offered in a little ointment jar is supplied either in pencil form or in a nasal tip tube for convenient use.

As this writer in closing doffs his hat to those whose tireless efforts have brought the manicure to its present high state, at the forefront among cosmetic specialties, he has the temerity to raise two questions. Why doesn't some aggressive manicure merchandiser include a clever, convenient hand and nail brush? And why doesn't he or some other intensive merchandiser include a meritorious hand cream in his kit?

PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit., per lb.	\$2.25@	\$3.00
S. P. A.	2.50@	3.05
Sweet True	.80@	.85
Apricot Kernel	.25@	.28
Amber, crude	.23@	.27
rectified	.52@	.60
Ambrette (oz.)	46.00@	
Amyris balsamifera	3.00@	3.25
Angelica root	75.00@	
seed	90.00@	
Anise, U. S. P.	.90	Nom'l.
Araucaria	1.75@	1.85
Aspic (spike) Span.	1.35@	
French	1.55@	
Balsam, Peru	5.50@	6.25
Balsam, Tolu, oz.	4.25@	
Basil (oz.)	2.35@	
Bay	1.45@	1.60
Bergamot	3.00@	3.25
Birch, sweet N. C.	1.90@	2.00
Penn. & Conn.	3.75@	4.00
Birchtar, crude	.15@	.18
Birchtar, rectified	.80@	.90
Bois de Rose	1.35@	2.75
Cade, U. S. P.	.45@	.55
Cajeput	.45@	.67
Calamus	3.50	Nom'l.
Camphor "white"	.18@	.20
Cananga, Java native	2.00@	2.40
rectified	2.30@	2.85
Ceraway	2.05@	2.20
Cardamon, Ceylon	16.00@	30.00
Cascarilla	60.00@	85.00
Cassia, 80@85 p.c.	.90@	.95
rectified, U. S. P.	.95@	1.10
Cedar leaf	.80@	.90
Cedar wood	.24@	.26
Cedrat	4.15@	
Calery	12.00@	14.50
Chamomile (oz.)	4.75@	7.00
Cherry laurel	14.00@	15.00
Cinnamon, Ceylon	8.00@	20.00
Cinnamon, Leaf	6.50@	10.00
Citronella, Ceylon	.30@	.35
Java	.38@	.45
Cloves Zanzibar	1.10@	1.15
Cognac	16.00@	20.00
Copaiba	.42@	.48
Coriander	12.00	Nom'l.
Croton	1.40@	1.50
Cubebs	2.90@	3.05
Cumin	8.75@	9.00
Curacao peels	4.85@	5.25
Curcuma	3.00@	
Cypress	12.00@	
Dillseed	3.25@	4.25
Elemi	1.65@	
Erigeron	1.45@	1.55
Estragon	32.00@	35.00
Eucalyptus	.40@	.50
Fennel, Sweet	1.10@	1.20
Galangal	35.00@	
Galbanum	15.00@	
Geranium, Rose		
Algerian	5.00@	6.25
Bourbon	4.90@	6.00
Spanish	12.00@	
Turkish	1.80@	2.00
Ginger	5.90@	7.25
Gingergrass	3.25@	4.10
Grapefruit	3.00@	3.25

Conc.	\$24.00@	
Guaiac (Wood)	3.10@	3.50
Hemlock	1.05@	1.25
Hops (oz.)	8.50@	13.00
Horsemint	2.50@	
Hyssop	40.00@	50.00
Juniper Berries	1.05@	1.50
Juniper Wood	.50@	.60
Laurel	8.00@	10.00
Lavender, English	32.00@	
French	3.50@	7.50
Lemon, Italian	3.00@	3.75
Calif.	3.00@	
Lemongrass	.50@	.55
Limes, distilled	6.00@	7.25
expressed	10.25@	12.00
Linaloe	1.30@	1.40
Lovage	55.00@	62.00
Mace, distilled	1.15@	1.25
Mandarin	4.50@	6.75
Marjoram	6.00@	6.25
Melissa	4.00@	4.25
Mirbane (see Nitrobenzol)		
Mustard, Genuine	8.50@	10.00
artificial	1.95@	2.25
Myrrh	10.00@	
Myrtle	3.35@	3.75
Neroli, Bigarde, P.	98.00@	125.00
Petale, extra	130.00@	155.00
Niaouli	3.35@	
Nutmeg	1.15@	1.25
Olibanum	5.00@	5.25
Orange, bitter	2.10@	2.60
sweet, W. Indian	2.00@	2.50
Italian	3.00@	3.50
Spanish	2.55@	
Calif. exp.	3.25@	
dist.	.90@	
Origanum, Spanish	1.25@	1.50
Orris root, con. (oz.)	5.25@	5.50
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	10.00@	11.00
Patchouli	5.00@	8.00
Pennyroyal Amer.	1.85@	2.10
French	1.60@	1.75
Pepper, black	5.25@	6.00
Peppermint, natural	2.30@	2.55
redistilled	2.60@	2.70
Petitgrain	1.10@	1.35
French	2.35@	2.50
Pimento	1.35@	3.10
Pine cones	3.00@	
Pine needles, Siberia	.90@	1.15
Pinus Sylvestris	1.50@	1.70
Pumilionis	1.75@	2.00
Rhodium, Imitation	2.25@	3.25
Rose, Bulgaria (oz.)	6.00@	12.00
Rosemary, French	.48@	.55
Spanish	.50@	.60
Rue	2.20@	2.35
Sage	1.60@	2.00
Sage, Clary	25.00@	30.00
Sandalwood, East India	5.50@	6.00
Australia	5.75@	
Sassafras, natural	.85@	1.25
artificial	.33@	.36
Savin, French	1.75@	2.00
Spearmint	2.00@	2.15
Snake root	11.25@	13.75
Spruce	1.05@	1.25
Styrax	6.00@	10.00

Tansy	\$3.10@	3.25
Thyme, red	1.00@	1.10
White	1.05@	1.25
Valerian	14.50@	15.00
Verbena	4.25@	8.75
Vetivert, Bourbon	8.75@	12.50
Java	15.00@	25.00
East Indian	30.00@	
Wine, heavy	1.25@	
Wintergreen, Southern	3.35@	3.75
Penn. & Conn.	4.50@	8.00
Wormseed	2.15@	2.35
Wormwood	3.00@	3.25
Ylang-Ylang, Manila	22.00@	30.00
Bourbon	5.00@	8.00

TERPENELESS OILS

Bay	3.25@	4.00
Bergamot	7.00@	12.00
Clove	4.00@	5.00
Coriander	40.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	60.00
Sesquiter less	85.00@	
Lavender	8.00@	8.50
Lemon	14.00@	24.00
Lime, ex.	54.00@	72.00
Orange, sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	3.25@	3.75
Rosemary	2.50@	4.00
Saga, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	3.00@	3.25
Capsicum, U. S. P. X.	2.20@	
Alcoholic	3.20@	
Cubeb	2.50@	3.25
Ginger, U. S. P. VIII.	3.00@	3.10
Alcoholic	4.10@	
Malefern	1.65@	2.00
Oak Moss	6.00@	15.00
Olibanum	3.50@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	9.00@	11.25

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	1.25@	2.00
Acetyl Iso-eugenol	7.50@	8.00
Alcohol C 8	16.00@	20.00
C. 9	26.00@	40.00
C. 10	21.00@	28.00
C. 11	20.00@	25.00
C. 12	14.00@	25.00
Aldehyde C 8	30.00@	
C. 9	45.00@	70.00
C. 10	42.00@	60.00
C. 11	33.00@	50.00
C. 12	26.00@	32.00

C 14 (so-called)	\$13.00@	
C 16 (so-called)	13.00@	
Amyl Acetate	.75@	1.00
Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamate Aldehyde	2.50@	3.75
Amyl Formate	1.60@	1.90
Amyl Phenyl Acetate	3.00@	4.00
Amyl Salicate	.80	.90
Amyl Valerate	2.00@	2.40
Anethol	1.15@	1.20
Anisic Aldehyde	3.00@	3.25
Benzaldehyde, U. S. P.	1.30@	
F. F. C.	1.55@	1.90
Benzophenone	1.45@	1.75
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.25
Benzyl Benzoate	1.00@	1.80
Benzyl Butyrate	5.00@	6.00
Benzyl Cinnamate	6.00@	8.00
Benzyl Formate	3.50@	
Benzyl Iso-eugenol	11.50@	13.50
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	1.50@	5.50
Bromstyrol	4.50@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	4.00@	4.25
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.40@	3.60
Cinnamic Aldehyde	1.65@	2.25
Cinnamyl Acetate	8.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	1.95@	2.75
Citronellal	1.00@	1.80
Citronellol	1.85@	2.50
Citronellyl Acetate	3.50@	5.00
Coumarin	3.00@	4.65
Cuminic Aldehyde	35.00@	52.00
Dibutylphthalate	.29@	.35
Diethylphthalate	.32@	.37
Dimethyl Anthranilate	7.00@	8.50
Dimethyl Hydroquinone	2.65@	3.75
Dimethylphthalate	.50@	.60
Diphenylmethane	1.70@	2.25
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	6.25@	8.25
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.50@	4.00
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.25@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	10.75@	15.00
Eucalyptol	.55@	1.00
Eugenol	2.00@	3.00
Geraniol, dom.	1.00@	2.50
Geranyl Acetate	1.70@	3.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	3.00
foreign	2.35@	2.50
Hydratropic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.50
Indol, C. P.	(oz.) 2.10@	4.50
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	3.60
Iso-safrol	2.00@	
Linalool	2.10@	4.75
Linalyl Acetate 90%	2.30@	3.50
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00

Menthol, Japan	\$3.10@	3.25
Synthetic	2.25@	3.00
Methyl Acetophenone	1.25@	2.00
Methyl Anthranilate	2.25@	3.00
Methyl Benzoate	1.00@	1.75
Methyl Cinnamate	3.00@	3.65
Methyl Eugenol	3.35@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptene Carbonate	25.00@	28.00
Methyl Iso-eugenol	7.00@	12.00
Methyl Octine Carbonate	26.00@	32.00
Methyl Peracresol	3.75@	5.50
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.42@	.50
Musk Ambrette	4.45@	4.60
Ketone	4.70@	4.85
Xylene	1.40@	1.55
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	4.00@	5.50
Paracresol Methyl Ether	3.25@	4.50
Paracresol Phenyl-Acetate	8.75@	16.00
Para Cymene (gal.)	1.25@	1.65
Phenylacetaldehyde 50%	3.50@	6.75
100%	7.00@	10.00
Phenylacetic Acid	2.25@	4.00
Phenylethyl Acetate	3.40@	6.00
Phenylethyl Alcohol	3.00@	4.25
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	8.00@	12.00
Phenyl Formate	12.50@	18.00
Phenylethyl Propionate	9.50@	
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	8.00@	12.00
Rhodinol	10.00@	18.50
Safrol	.56@	.70
Santalyl Acetate	22.50@	
Skatol C. P.	(oz.) 6.00@	9.00
Styralyl Acetate	10.00@	15.00
Styralyl Alcohol	20.00@	
Terpenyl Acetate	1.00@	1.50
Terpineol, C. P.	.26@	.38
Thymene	.45@	
Thymol	1.55@	1.65
Vanillin (clove oil)	3.65@	5.15
[guaiaicol]	3.55@	5.05
Vetiveryl Acetate	30.00@	38.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para	1.25@	1.40
Angostura	2.50@	2.75
Vanilla Beans		
Mexican, whole	4.00@	4.25
Mexican, cut	3.50	Nom'l.
Bourbon, whole	3.75@	4.00
South American	3.50@	3.75

SUNDRIES AND DRUGS

Acetone	.06@	.08
Alcohol, 190-pf. gal.	4.17@	4.42
Almond meal	.21@	.25
Alum, potash	.03 1/4@	.03 1/2
Aluminum chloride	.10@	
Ambergris, ounce	25.00@	35.00
Balsam, Copaiba	.30@	.34
Fir, Canada, gal.	9.50@	12.00
Oregon	3.50	Nom'l.
Peru	1.20@	1.30
Tolu	.55@	.57
Beeswax, white	.38@	.40
yellow	.30@	.32
Bismuth sub-nitrate	1.35@	1.40
Boric Acid, ton	125.00@	140.00

Calamine	\$1.16@	.20
Calcium, phosphate	.08@	.08 1/4
Phosphate, tri-basic	.13@	.15
sulphate	.03 1/4@	.04
Camphor	.52 1/2@	.59
Cardamon seed	1.15@	1.50
Castoreum	16.00@	18.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.03 1/2@	.06 1/2
Cherry laurel water, gal.	1.25@	
Citric acid	.25@	.25 1/2
Civet, ounce	4.00@	4.50
Clay, Colloidal	.03@	.03 1/2
Cocoa butter lump	.28@	.30

Fatty Acids (See Next Page)

Formaldehyde	.06@	.06 1/4
Formic Acid	.12@	.16
Fuller's Earth, ton	15.00@	33.00

Guarana	.60@	.85
Gum Arabic, white	.27@	.30
Amber	.10@	.11 1/2
Gum Benzoin, Siam	1.10@	1.45
Sumatra	.42@	.45
Gum galbanum	.90@	1.05
Gum myrrh	.42@	.45

Henna, powd.	.12@	.18
Hydrogen peroxide	.05@	.08

Kaolin	.06@	.08
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Labdanum	3.50@	5.50
Lanolin, hydrous	.17@	.20
anhydrous	.20@	.24
Lavender flowers	.40@	.85

Magnesium, Carbonate	.06 1/4@	.07 1/2
Stearate	.19@	.25
Sulfate	.02 1/2@	.03
Musk, ounce	15.00@	25.00

Oils, Vegetable (See Next Page)

Oilbanum, tears	.14@	.30
siftings	.07@	.10
Orange flower water, gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd.	.20@	.75

Paraffin	.04 1/2@	.07
Patchouli leaves	.16@	.20
Petrolatum, white	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.13@	.16
Hydroxide	.07 1/4@	

Quince seed	.50@	1.00
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Roseda flowers	1.50@	1.65
Rhubarb root, powd.	.38@	.45
Rice starch	.09	Nom'l.
Rose leaves, red	1.95@	2.15
Rose water, gal.	1.25@	

Salicylic acid	.40@	.45
Sandalwood Chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. Crys.	.01 3/4@	.02 1/4
Phosphate, Tribasic	.02 1/2@	.04
Spermaceti	.25@	.28
Styrax	.40@	3.25
Sulfur, precip.	.17@	.20

Tartaric acid	.23 1/4@	.23 3/4
Titanium oxide	.20@	.22
Tragacanth, No. 1	2.50@	2.75
Triethanolamine	.45@	.50

Venice turpentine, gal.	.40@	.50
Vetivert root	.30@	
Violet flowers	.95@	1.15

Zinc peroxide	1.10@	1.75
Oxide	.13 1/2@	.15
Stearate	.21@	.28

NEW YORK MARKET REPORT

ESSENTIAL oil dealers are facing a new year with comparatively small stocks on hand. Prices at the close of last month were well above those prevailing a year ago, and there does not appear to be anything in the market to indicate a reversal of the trend for some time. Although 1935 showed a marked tendency toward recovery, advances were confined to only a few months at a time, whereas in the year just closed, the upward trend has been steadier and more rapid.

Several oils have kept pace with the upward trend in commodities generally, but there were some which dragged along rather slowly, and it is in this group that further appreciation might be anticipated.

While it would seem important to point to the unusual strength displayed in eucalyptus oil over the past few months, citronella, anise, domestic citrus oils, and a number of other articles all shared in the upward trend. Importers have had considerable difficulty in obtaining eucalyptus for shipment from Australia. This is the season of heaviest consumption. Production is at a low ebb and the outlook continues exceedingly strong.

Quotations on California orange oil have advanced in sympathy with

the upward trend in Italian oil. The lemon oil picture is very similar to that of orange. Supplies of California lemon are small, and with the general feeling that this year's production will be smaller, producers are reluctant to sell very freely.

Among other oils scoring advances were cedarwood, tansy, cedarleaf, and wormseed. Producers of cedarwood are sold ahead on their output for several months. Few farmers have given much time to tansy owing to the narrow demand as well as the low prices prevailing on the article over the past few years. Inquiries in the market over the past month revealed the fact that stocks were exceedingly low.

Soap making oils were all higher. Because of the tight position of many articles it is rather difficult to determine whether prices have reached the top or not. A noteworthy development in the way of price movements was the steady upward trend in copra, the article establishing a new all time high price level abroad. The rise in copra was immediately followed by a similar movement in coconut oil.

Although some selling pressure developed in aromatic chemicals toward the close of last month following

a general slackening in activity, the general tone was fairly steady in the face of the general trend.

Some houses in the vanilla bean trade are advising customers to proceed with a degree of caution in making new purchases as the result of the firm attitude of shippers in the primary markets. The new crop of Madagascar beans is expected to be ready over the coming month, and this, it is said, might be regarded as another test of the market. Should these additional supplies be absorbed the situation will undoubtedly continue to advance.

Among the saundries and drugs, balsam displayed considerable strength. Prices on copaiba displayed a hardening tendency. As the month closed importers expressed some concern over the possibilities of getting Peru owing to the recent earthquake in the producing area. There was no Oregon available on spot. The upward trend in gum tragacanth was extended out of further efforts on the part of shippers to get more remunerative returns for their merchandise. Sumatra benzoin gum was practically unobtainable on spot. Although the shortage is only expected to prove temporary, those requiring material over the past month were forced to pay much higher prices. Tartaric acid was lowered slightly because of competitive conditions. Firmer cables on menthol from Japan tended to offset the desire on the part of local importers to press sales because of fewer arrivals.

PRICES OF SOAP MATERIALS

TALLOW AND GREASE			
Tallow, N. Y. C. extra	\$.08 3/8	@	
Edible	.09 1/2		Nominal
Fancy	.12 1/4	@	
Grease white	.08 1/4	@	.09
House	.07 3/4	@	.08
Yellow	.08	@	.08 1/8
Lard	.13 3/4	@	.14

FATTY ACIDS			
Coconut Oil, tanks	.14	@	
Corn Oil, tanks	.12 3/4		Nominal
Red Oil, distilled, tanks	.09 3/4	@	
White, drums	.12 1/2	@	.14
Stearic Acid, s'gle prs., c.l.	.11	@	.12
Double pressed	.11 1/2	@	.12 1/2
Saponified	.11 3/4	@	.12 3/4
Triple pressed	.14 1/4	@	.15 1/4
Saponified	.14 1/2	@	.15 1/2

SOAP MAKING OILS			
Castor No. 1, tanks	.10	@	
No. 3, tanks	.09 1/2	@	
Coconut, Manila Grade, tanks	.09 1/4		Nominal
Corn, crude, Midwest mill, tanks	.10		Nominal

Cotton, crude, Southeast.			
tanks	.10	@	
Refined	.12 5/8	@	.12 7/8
Lard, common No. 1 bls.	.11 1/2	@	
Olive, denatured, bls., gal.	1.55		Nominal
Foots, barrels	.10 3/4		Nominal
Palm, softs, drums	.06 1/8	@	
Niger, casks	.06 1/2	@	Nominal
Palm, kernel, tanks	.08 1/2	@	
Peanut, crude, barrels	.10 3/8	@	
Refined, barrels	.13		Nominal
Soya beans, mill, tanks	.10 1/2		Nominal
Tallow, acidless, barrels	.11 3/8	@	
Whale, Crude No. 1,			
Coast, tanks	.06	@	
Refined, barrels	.08 1/2	@	.08 3/4

GLYCERINE			
C. P., drums extra	.21 1/2	@	.22
Dynamite, drums extra	.21 1/2	@	.22
Saponification, drums	.19	@	
Soap, lye	.16 1/2	@	.17

ROSIN			
Barrels of 280 pounds			
B	\$10.85	K	\$11.00
D	10.85	M	11.00

E	10.85	N	11.00
F	11.00	W. G.	11.00
G	11.00	WW.	12.05
H	11.00	X	12.15
I	11.00	Wood	11.55

CHEMICALS			
Acid, muriatic, 18°, 100 pounds			
	\$1.00	@	\$2.35
Sulfuric, 60°, ton	12.00	@	20.50
66°, ton	15.50	@	25.00
Borax, crystals, carlot, ton	42.00	@	71.00
Cyclohexanol (Hexalin)	.30	@	
Naphtha, cleaners, tk. cars	.09 1/2	@	.10
Potassium carbonate, 80@85%	.07	@	
Hydroxide, 88@92%	.07 1/4	@	
Salt, works, ton	11.50	@	14.00
Sodium carbonate 58% light, 100 pounds	1.23	@	2.37
Hydroxide 76% solid, 100 pounds	2.60	@	3.75
Silicate 40°, drums, works, 100 pounds	.80	@	
Sulfate, anhydrous	.02 1/4	@	.03
Phosphate, tri-basic	.02 1/2	@	.03
Zinc oxide	.05 1/2	@	.05 3/4

Resale Price Maintenance

Upheld by Supreme Court

We have asked **HOWARD S. NEIMAN**, Patent and Trade Mark Attorney, and our Contributing Editor on these subjects to review the recent decision of the U. S. Supreme Court, upholding the California and Illinois "Fair Trade Acts". The relation of the trade mark to the merchandise was a controlling factor in this decision. The author quotes generously from the decision itself and clarifies important points in this article.

THE Supreme Court of the United States has handed down two decisions which are of the greatest importance to the owners of trade-marks and which suggest means whereby such owners may control the prices of the goods carrying the trade-marks into the hands of the ultimate consumer, thus preventing price cutting of such goods as long as they carry the trade-marks.

The decisions relate to the Fair Trade Acts of California and Illinois, and as the Court held that these two acts are practically similar, it is necessary to consider only that of Illinois upon which act both decisions are based.

The appellant was Old Dearborn Distributing Company and the appellee was Seagram-Distillers Corporation.

In order that the decision may be understood it is necessary to consider the Fair Trade Act of Illinois, which provides as follow:

"Section 1. No contract relating to the sale or resale of a commodity which bears, or the label or content of which bears, the trade mark, brand or name of the producer or owner of such commodity and which is in fair and open competition with commodities of the same general class produced by others shall be deemed in violation of any law of the State of Illinois by reason of any of the following provisions which may be contained in such contract:

"(1) That the buyer will not resell such commodity except at the price stipulated by the vendor.

"(2) That the producer or vendee of a commodity require upon the sale of such commodity to another, that such purchaser agree that he will not, in turn, resell except at the price stipulated by such producer or vendee.

"Such provisions in any contract shall be deemed to contain or imply conditions that such commodity may be resold without reference to such agreement in the following cases:

"(1) In closing out the owner's stock for the purpose of discontinuing delivery of any such commodity: provided, however, that such stock is first offered to the manufacturer of such stock at the original invoice price, at least ten (10) days before such stock shall be offered for sale to the public.

"(2) When the goods are damaged or deteriorated in quality, and notice is given to the public thereof.

"(3) By any officer acting under the orders of any court.

"Section 2. Wilfully and knowingly advertising, offering for sale or selling any commodity at less than the price stipulated in any contract entered into pursuant to the provisions of section 1 of this Act, whether the person so advertising, offering for sale or selling is or is not a party to such contract, is unfair competition and is actionable at the suit of any person damaged thereby."

Section 3 of the act provides that it shall not apply to contracts or agreements between producers or between wholesalers or between retailers as to sale or resale prices.

The suit was brought by appellee against appellant to enjoin the latter from wilfully and knowingly advertising, offering for sale or selling, certain brands of whisky at less than prices stipulated by appellee in accordance with contracts, made in pursuance of the Fair Trade Act, between appellee and distributors or retailers of such whisky. The facts in part set forth by the court below follow.

Appellee is a dealer in alcoholic beverages at wholesale. It buys the product here in question from the

producers. The whiskies bear labels and trade-marks, and are in fair and open competition with commodities of the same general class produced by others. Appellant is a corporation operating four retail liquor stores in Chicago, and selling at both wholesale and retail. Appellee's sales in Chicago are made to wholesale distributors. It has not sold any of the whiskies in controversy to appellant, but has sold other liquors. Contracts in pursuance of the Fair Trade Act have been executed between appellee and certain distributors, and numerous Illinois retailers. Appellee does not sell directly to any retailer. Appellant sold the products in question at cut prices—that is to say, at prices below those stipulated—and continued to do so after appellee's demand that it cease such practice. The result of such price cutting was a diminution of sales during the price-cutting period suffered by appellee and retailers other than appellant. Some dealers ceased to display the products, and notified appellee that they could not compete with appellant and would discontinue handling the products unless the price cutting was stopped. Appellant was also a party to breaches of other fair-trade contracts between appellee and certain distributors, and continued the price cutting throughout the trial of the case in the Illinois state court of first instance.

The Supreme Court comments as follows:—

"The record shows that one of the retailer's contracts drawn in pursuance of the act was signed by appellant's secre-

tary and treasurer prior to the commission of the acts complained of. This contract, among other things provided that the product in question should not be sold, advertised or offered for sale in Illinois below the prices to be stipulated by appellee. The contract was assailed by appellant below as ineffective, and for present purposes we accept that view. It is plain enough, however, that appellant had knowledge of the original contractual restrictions and that they constituted conditions upon which sales thereafter were to be made.

"Section 1 affirms the validity of contracts of sale or resale of commodities identified by the trade-mark, brand or name of the producer or owner, which are in fair and open competition with commodities of the same general class produced by others, notwithstanding that such contracts stipulate (1) that the buyer will not resell except at the price stipulated by the vendor; and (2) that the producer or vendee of such a commodity shall require, upon the sale to another, that he agree in turn not to resell except at the price stipulated by such producer or vendee. It is clear that this section does not attempt to fix prices, nor does it delegate such power to private persons. It permits the designated private persons to contract with respect thereto. It contains no element of compulsion but simply legalizes their acts, leaving them free to enter into the authorized contract or not as they may see fit. Thus far, the act plainly is not open to objection; and none seems to be made.

"The challenge is directed against section 2, which provides that wilfully and knowingly advertising, offering for sale or selling any commodity at less than the price stipulated in any contract made under section 1, whether the person doing so is or is not a party to the contract, shall constitute unfair competition, giving rise to a right of action in favor of anyone damaged thereby.

"It is first to be observed that section 2 reaches not the mere advertising, offering for sale or selling at less than the stipulated price, but the doing of any of these things wilfully and knowingly. We are not called upon to determine the case of one who has made his purchase in ignorance of the contractual restriction upon the selling price, but of a purchaser who has had definite information respecting such contractual restriction and who, with such knowledge, nevertheless proceeds wilfully to resell in disregard of it.

"In the second place, section 2 does not deal with the restriction upon the sale of the commodity qua commodity, but with that restriction because the commodity is identified by the trade-mark, brand or name of the producer or owner. The essence of the statutory violation then consists not in the bare disposition of the commodity, but in a forbidden use of the trade-mark, brand or name in accomplishing such disposition. The primary aim of the law is to protect the property—namely, the good will—of the producer, which he still owns. The price restriction is adopted as an appropriate means to that perfectly legitimate end, and not as an end in itself.

"Appellants here acquired the commodity in question with full knowledge of the then-existing restriction in respect of price

which the producer and wholesale dealer had imposed, and, of course with presumptive if not actual knowledge of the law which authorized the restriction. Appellants were not obliged to buy; and their voluntary acquisition of the property with such knowledge carried with it, upon every principle of fair dealing, assent to the protective restriction, with consequent liability under section 2 of the law by which such acquisition was conditioned.

"Nor is section 2 so arbitrary, unfair or wanting in reason as to result in a denial of due process. We are here dealing not with a commodity alone, but with a commodity plus the brand or trade-mark which it bears as evidence of its origin and of the quality of the commodity for which the brand or trade-mark stands. Appellants own the commodity; they do not own the mark or the good will that the mark symbolizes. And good will is property in a very real sense, injury to which, like injury to any other species of property, is a proper subject for legislation. Good will is a valuable contributing aid to business—sometimes the most valuable contributing asset of the producer or distributor of commodities. And distinctive trade-marks, labels and brands, are legitimate aids to the creation or enlargement of such good will. It is well settled that the proprietor of the good will 'is entitled to protection as against one who attempts to deprive him of the benefits resulting from the same, by using his labels and trade-mark without his consent and authority.'

"The contention that section 2 of the act denies the equal protection of the laws in violation of the Fourteenth Amendment proceeds upon the view that it confers a privilege upon the producers and owners of goods identified by trade-mark, brand or name, which it denies in the case of unidentified goods. As this court many times has said, the equal-protection clause does not preclude the states from resorting to classification for the purposes of legislation. It only requires that the classification 'must be reasonable, not arbitrary, and must rest upon some ground of difference having a fair and substantial relation to the object of the legislation, so that all persons similarly circumstanced shall be treated alike.'

"But it is unnecessary to pursue the subject further; for, since the sole purpose of the present law is to afford a legitimate remedy for an injury to the good will which results from the use of trade-marks, brands or names, it is obvious that its provisions would be wholly inapplicable to goods which are unmarked."

It will be noted from the above citations from the decision that the retailer, who is desirous of cutting the price of a trade-marked article, need not be a party to any agreement as to maintenance of a fixed price; but that if he knows through any source that the manufacturer of the goods, or the owner of the trade-mark, has fixed a price, any reduction in that price upon his part will be a violation of the Act.

There are numerous methods whereby retailers may be advised,

actually or presumptively, of a fixed price for a trade-marked article, thus eliminating price-cutting.

It will be noted that the decision does not prevent a merchant from selling trade-marked articles at any price he may choose, if he removes the trade-mark and, naturally, also all connection between the trade-mark and the commodity.

A similar Act passed at the last session of the New York State Legislature has been held invalid by the State Courts, but it will undoubtedly be appealed to the Supreme Court of the United States or a new law enacted along the lines of the Acts of Illinois and California.

The Supreme Court of the United States has thus pointed out to the owners of trade mark the means whereby they can control the selling prices of their trade-marked commodities.

NEW COMPANIES

Inti Salons, Inc., New York, toilet preparations, cosmetics, 750 shares common, no par value, 250 shares preferred, \$100. Filed by Jos. J. Juhass, 36 W. 44th St., New York City.

Vyvyan Cosmetique Studios, Inc., First National Bank Bldg., Springfield, Ill., cosmetics, 100 shares par value, common. Incorporators: V. O. Nordeen, M. C. Hagerman, K. E. Lightcap. Filed by Henry R. Barber, First National Bank Bldg., Springfield, Ill.

Raff Beauty Supply Co., Inc., New York, beauty supplies, \$25,000. Filed by Albany Service Co., 315 Broadway, New York.

Dixie Deb, Inc., Wilmington, Del., tonics, cosmetics, perfumery, soaps, 100 shares. Incorporated by C. S. Peabbles, J. P. Murray, W. T. Hobson. Filed by The Corporation Trust Co., Wilmington, Del.

The Rosalind Shop, Inc., Wilmington, Del., cosmetics and toilet articles, 250 shares. Incorporators: C. J. Killoran, R. R. Martin, E. E. Paschall, Wilmington. Filed by Clair John Killoran, Wilmington, Del.

Pierre Charles, Inc., New York, cosmetics, \$50,000. Filed by Leo Strasser, 67 W. 44th St., New York.

(Continued on page 79)

CANADIAN NEWS and NOTES



Norda Opens Montreal Office

Norda, Ltd., Toronto, Canadian branch of Norda Essential Oil & Chemical Co., New York, has opened an office in Montreal. The new branch is located at 295 Youville Sq., and stocks of raw materials for the perfume, soap and flavor industries will be carried for convenience of buyers in Quebec and other parts of Eastern Canada.

Innoxia Opens Another Salon

It has been announced by Ralph W. Barton, president of Ralph W. Barton & Co., Toronto, Canadian distributors of the "Innoxia" line, that a new "Innoxia" salon has been opened in Fairweather's Ltd., Toronto department store. The salon will be in charge of Miss Mary Clarke, B. A. Phm. B.

Barton Speaks on Price Maintenance

The day of profitable volume trading on a thin margin is definitely over in the case of the average retail druggist according to Ralph W. Barton, president of Ralph W. Barton & Co., Toronto in a recent interview. It is now time to replace price merchandising methods with personal salesmanship as a means of attracting additional business to the drug store, Mr. Barton declares. The trend towards stabili-

zation of prices through price protection policies, if conscientiously followed by all departments of the trade, should provide a protection behind which the trade may re-establish itself on a stronger basis and compete successfully with the extreme price-consciousness which previous policies have developed in the drug store customer.

"There is a very definite reason why it is becoming absolutely necessary for the druggist to operate on a larger margin and that is the increase in the number of stores per capita which has taken place over a period of years resulting in stronger competition, increasing selling costs and a gradually decreasing return of volume per dollar of price reductions," said Mr. Barton. "It is becoming quite obvious that many stores have reached the point where it is no longer profitable to attempt to secure further volume through lower price or in some cases even to do business on the present volume at the present average margin profit".

MacGillivray to Divide Lines

The announcement is made by T. A. MacGillivray, president of the Yardley & Co. (Canada) Ltd. and MacGillivray Brothers Ltd., Toronto that on and after January 1, 1937 there will be a division of the MacGillivray and Yardley sales in Canada. MacGillivray Brothers sales staff under the direction of M. B.

MacGillivray will devote themselves entirely to the proprietary line and specialty items distributed by them. The Yardley sales staff, selling Yardley Products only, will be under the direction of J. R. Dawkins who has had many years' experience with the company and a wide knowledge of the toiletry industry.

Explains Excise Tax to Perfumers Group

Toronto, Ontario.—Recently established regulations to correct, to some degree, difficult excise taxes with which the toilet goods industry is burdened were explained in detail to members of the industry by V. C. Nauman, Assistant Commissioner of Excise when he spoke at the semi-annual convention of the Canadian Perfumers and Manufacturers of Toilet Articles at the Royal York Hotel here on December 7. The past methods of calculation have resulted in a large amount of discrimination owing to varying forms of distribution in use amongst different manufacturers. Mr. Nauman explained newly created regulations which are believed to provide a remedy.

"We know," he said, "that eighteen per cent on any industry is heavy taxation. However, the Department of Finance imposes taxes, while the Department of Excise merely administers them." Up until now, he said, the Department had followed a standardized method of calculations for all toilet goods firms which, being calculated on wholesale price, had discriminated against those manufacturers who sold directly to the trade or followed some other form of distribution which did not include the wholesaler. The new regulations are intended to do away as much as possible with this adverse situation.

Mr. Nauman pointed out that the group selling to wholesalers included not only those who sold chiefly or entirely to this trade but all those who sold representative amounts to wholesalers, that is, had established a wholesale price. Excise tax would be calculated on this wholesale price having

first deducted cash discounts. Those selling to retailers only would deduct 20 per cent from their retail price before estimating their tax. It was pointed out, however, that this deduction would have to be made from the price at which all retailers bought, that is, firms allowing some large outlets such as department stores an extra 10 per cent would not be able to deduct their 20 per cent from this price but would in every case use the lowest price available to all retailers. The purpose of these regulations, the commissioner stated, was to equalize where a manufacturer did not sell wholesalers and also where retail and department stores received the same discount.

The convention was held at the Royal York Hotel, Toronto, on December 7. Luncheon in the Roof Garden, with Jack Hill officiating as master of ceremonies, broke all records with two head tables, sing song, dancers, special speaker, and an excellent meal. Loud commendation was extended to Fred Whitlow and his committee for the success of the luncheon. The ladies' luncheon under the chairmanship of N. F. Dahl was held at the Park Plaza Hotel. Afternoon business session stopped at 5.00 and the banquet was held at 7.30. Dick Zucker and his banquet committee were congratulated on the success and enjoyment of the banquet. There was an elaborate floor show including ten acts in all, which provided excellent entertainment and B. K. Sandwell was the after-dinner speaker introduced by President Bob Carr.

Close Control of Proprietaries

Close control over the manufacturing, importing and selling of patent medicines was kept by the proprietary or patent medicines branch of the Department of Pensions and National Health during the past year. The purpose of this branch is to provide such regulations as may be necessary to protect the public against inferior preparations and against extravagant or fraudulent claims sometimes made for such products. Figures presented in the Board's recent report show that out of 744 applications for registration under the Proprietary or Patent Medicine Act 574 were accepted and 170 refused. Further activities of the Department in con-

trolling advertising claims and labeling resulted in the censoring of 1102 labels and wrappers, 276 cartons, 334 circulars, 779 newspaper and magazine advertisements and 598 radio announcements.

Imports of Bottles Higher

An increase of \$132,854 in the value of importations of glass bottles and containers into Canada for the year ending March 1936 over the previous year has been reported by government trade figures. Total importations for the year ending March 1935 amounted to \$569,255 while the year ending March 1936 reached a total of \$702,119. Importations included glass carboys, bottles, decanters, flasks, jars and phials.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER
9 East 38th Street
New York City

Patents

361,997.—Friction cap and package. The Anchor Cap & Closure Corp., Long Island City, assignee of Louis A. Von Till, Brooklyn, both in New York.

361,998.—Collapsible tube. The Anchor Cap & Closure Corp., Long Island City, assignee of Joseph R. Fleisch, Clifton, N. J.

362,046.—Collapsible metal tube. Macleans Ltd., Brentford, assignee of Ashley Seigbert Maclean, Stanmore, formerly of Wembley, all in Middlesex, England.

362,125.—Dentifrice. The Pepsodent Co.,

Chicago, Ill., assignee of Rudolph Andrew Kuever, Iowa City, Ia.

362,205.—Hair waving method and means. Frederic Maeder, Adelaide, South Australia.

362,326.—Paste container closure. Nelson A. Frahm, Bloomfield, N. J.

362,343.—Tube or bottle closure. Joseph Andrew Burns, Toronto, Ont.

362,441, 362,442.—Powder dispensing container and dispensing container respectively. The Continental Can Co., Inc., New York, former assignee of John Coyle, Baltimore, Md., latter assignee of Eli Bourland, Jersey City, N. J.

362,477.—Collapsible tube dispensing device. Frank M. Becker, Sinking Spring, Penn.

362,658.—Fingernail polish remover. The Northam Warren Corp., New York, assignee of Clifford E. Bishop, Rego Park, L. I.

362,729.—Soap tablet. Claude Isaac Meyer, Paris, France.

Trade Marks Under Unfair Competition Act of 1932

N.S. 5714.—"TRILBY." Soap. Haskins Brothers & Co., Omaha, Nebr.

N.S. 5732.—"FIRST NIGHTER." Skin softener and protector, and a facial and pore cleanser or skin invigorator. Campana Corp., Ltd., Toronto, Ont.

N.S. 5741.—"MY DESIRE." Perfumes, talcum powders and toilet waters. Talcum Puff Co., Ltd., Toronto, Ont.

N.S. 5744.—"HEAD FIRST." Hair tonic. Cardinal Chemical Corp., Ltd., Toronto, Ont.

N.S. 5763.—"TWEED." Perfume, toilet water, talcum powder, sachet and bath oil. Lenthier, Inc., New York.

Canadian Toiletry Output Increasing

Canada is rapidly attaining self-sufficiency in toiletries, and is currently supplying well over 90 per cent of its requirements for such products, according to the Commerce Department's Chemical Division.

Total production of toilet preparations in the Dominion were recorded at \$7,120,000 in 1935 during which year a total of \$421,000 worth of such products were imported, approximately 55 per cent of which originated in the United States. Total Canadian toiletry production was valued at \$6,745,500 in 1934, and a little less than \$6,000,000 during the preceding year, according to the Dominion Statistical Bureau.

Only 70 per cent of the Dominion production of toiletries originated in plants devoted exclusively to the output of such products, the balance being produced as side-lines in factories engaged chiefly in the manufacture of soaps, medicinals, and pharmaceuticals, the report states.

PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registra-

tion under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK
DEPARTMENT,
THE AMERICAN PERFUMER,
9 East 38th St., New York City.

Trade Mark Registrations Applied for

(Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

353,831.—See Illustration. Ybry, Inc., Wilmington, Del., and New York, N. Y. (Aug. 27, 1932).—Perfumes and lotions.

369,444.—See Illustration. Eve D'Alpern, Pittsburgh, Pa. (Sept. 11, 1935).—Face powder, toilet waters, lotions for the skin and hair, brillantines, etc.

370,411.—See Illustration. Joseph Gelbman, doing business as Quick J Laboratories Co., Pittsburgh, Pa. (June 15, 1935).—Hair tonic and scalp preparation.

371,881.—See Illustration. McNeil Laboratories, Inc., Philadelphia, Pa. (June 1, 1900).—Toilet preparations.

372,160.—See Illustration. Andrew B. Bonn, doing business as Bonaspectic Co., Fairmont, W. Va. (Apr. 10, 1925).—Foot lotion.

372,746.—See Illustration. Purepac Corp., New York. (Dec. 1931).—Mouth wash.

373,336.—See Illustration. Mary Fields, doing business as Le Continent et Cie., Chicago, Ill. (Jan. 1, 1935).—Face creams, face lotions, face tonics, shampoo, hair tonics, rouge, lipsticks, etc.

374,662.—See Illustration. Grace E. Hamilton, doing business as Slendex Laboratories, Chicago, Ill. (Jan. 2, 1927).—Externally applied slendering preparation.

378,977.—See Illustration. Jacqueline

Cochran, doing business as Jacqueline Cochran Beauty Salon and J. C. Laboratories, Chicago, Ill., and Roselle, N. J. (May 11, 1936).—Cosmetics and beauty preparations.

380,726.—See Illustration. Sunclyme House, Inc., Miami, Fla. (June 22, 1936).—Cosmetic preparations.

380,786.—"Sweet Georgia Brown." Morton G. Neumann, doing business as Valmor Products Co., Chicago, Ill. (Feb. 1, 1927).—Toilet soap.

381,374, 381,375.—"MISTMASTER" and "BEAUTY MIST" respectively. Mortimer B. Parker, Oakland, Calif. (July 13, 1936).—Vaporizers of volatile materials including medicants and deodorants and fumigants and perfumes.

381,477.—See Illustration. Joseph Donner, doing business as Thoroughbred Pharmacal Co., Chicago, Ill. (June 1, 1936).—Shaving cream.

381,943.—See Illustration. James Huntley, Philadelphia, Pa. (Jan. 15, 1935).—Toilet kits.

382,315.—See Illustration. Lessing L. Kole, doing business as Kolmar Laboratories, Milwaukee, Wis. (Feb. 11, 1935).—Rouge, lipsticks, loose powder, eye-shadow, cream rouge, face creams, cake mascara, etc.

382,322.—See Illustration. Sav-O-Silx Co., Los Angeles, Calif. (Aug. 10, 1936).—Liquid soap.

382,415.—See Illustration. Mark W. Allen & Co., Detroit, Mich. (Nov. 19, 1932).—Toilet preparations.

382,520.—"HAIR-TREAT." Ralph J. Patterson, doing business as R. J. Patterson Co., Des Moines, Ia. (July 8, 1931).—Hair oil and dandruff remover.

382,536.—"MYRIAD." Les Parfums Chypron S.A., Courbevoie/Seine, France. (Jan. 16, 1936).—Eau de cologne, laven-

der water, hair washes, perfumes, brillantines, depilatory, etc.

382,795.—See Illustration. Harriette Hessin, Hollywood, Calif. (Sept. 1, 1935).—Perfumes, perfumed sachets, and perfumed dusting powder.

382,819.—See Illustration. Bonat & Bonat, Inc., New York. (Mar. 1, 1936).—Hair waving solution, hair rinse, hair tonic, and hair shampoo.

382,906.—"M O C O." Morris Cooper, Baltimore, Md. (June 22, 1932).—Preparation for removing hair.

382,920, 382,921.—"CHAMPAC." Les Parfums Chypron S.A., Courbevoie/Seine, France. (Feb. 19, 1936).—Soaps and toilet preparations, respectively.

383,016.—"PENTINT." Carl C. Hoffman, Inc., St. Louis, Mo. (Aug. 6, 1936).—Nail lacquer put up in applicators.

383,060, 383,061.—"FARANDOLE" and "TROUVAILLE" respectively. Houbigant, Inc., New York. (Sept. 3, 1936).—Perfume, toilet water, skin lotion, eau vegetal, cold cream, face powder, sachets, etc.

383,213.—See Illustration. Estelle M. Lawrence, doing business as Iveen Laboratories, Los Angeles, Calif. (May 1, 1930).—Cream for producing a tan complexion.

383,235.—"MOULDWAX." Burton Skiles, doing business as Skiles Hair Styles, Long Beach, Calif. (May 1, 1936).—Preparation used in making permanent waves in the hair.

383,300.—See Illustration. Federated Mills, Inc., New York. (Aug. 4, 1936).—Facial tissues.

383,396.—See Illustration. The Knox Co., Los Angeles, Calif. (Apr. 1, 1930).—Preparations used in and for the treatment of fungus conditions of the skin and feet and other skin affections.

383,433.—See Illustration. House of Fairfax, Los Angeles, Calif. (Aug. 7, 1936).—Toilet preparations.

383,537.—"MYRIAD." Les Parfums Chypron Societe Anonyme, Courbevoie/Seine, France. (Jan. 16, 1936).—Shaving soap, liquid glycerine soap, silver cleaning soap, shaving stick, cream soap.

383,545.—See Illustration. Prince Matchabelli Perfumery, Inc., New York. (Aug. 8, 1936).—Lipsticks, perfumes, face powder compacts, and face powder.

383,592.—See Illustration. Sid Markham, doing business as Markham Laboratories, Miami, Fla. (Dec. 1933).—Suntan oil.

383,602.—See Illustration. Stenton Laboratories, Inc., Philadelphia, Pa. (Aug. 15, 1936).—Medicated soap.

383,604.—"BIOSTATIC." Tokalon Chemical Corp., New York. (Sept. 10, 1936).—Face powder.

383,609.—"LUSTERATOR." Paul Westphal, Inc., New York. (Sept. 12, 1936).—Hair tonic and hair dressing.

383,613.—See Illustration. The Buerger Brothers Supply Co., Denver, Colo. (Aug. 10, 1936.) Perfume.

383,623.—See Illustration. Charles P. Hughes, Chicago, Ill. (Oct. 23, 1933.)—Bleach creams, tissue creams, cold creams, cleansing creams, etc.

383,658, 383,659.—"BIOCEL" and "Lectro-Magnetic" respectively. Tokalon Chemical Corp., New York. (Sept. 21 and Sept. 10, 1936 respectively.)—Skin cream and face powder, respectively.

383,684.—See Illustration. Northam Warren Corp., New York. (July 6, 1911.)—Antiseptic nail lotion and skin ointment.

383,742.—See Illustration. Jersey-Creme Co., doing business as The Julep Co., Fort Worth, Tex. and Chicago, Ill. (Sept. 12, 1936.)—Imitation vanilla flavor for foods.

383,776.—"CANTERBURY HOUSE." McKesson & Robbins, Inc., Bridgeport and Fairfield, Conn. (Feb. 11, 1936.)—Toilet preparations.

383,810.—"1776." Harry D. Koenig, New York. (May 1, 1936.)—Face powder, lipstick, face rouge, cleansing cream, cold cream, foundation cream, etc.

383,880.—"Lois Carol." Harold D. Farber, Binghamton, N. Y. (Sept. 26, 1936.)—Toilet preparations.

383,931.—"INGENUE." Lucien Lelong Inc., Chicago, Ill. (Sept. 18, 1936.)—Perfume.

383,990.—See Illustration. Eastern Trading Co., Chicago, Ill. (Apr. 5, 1934.)—Incense.

384,010.—See Illustration. The Pompeian Co., Inc., Bloomfield, N. J. (Feb. 15, 1936.)—Rolling massage cream.

384,011.—See Illustration. Irvine Poole, Seattle, Wash. (Aug. 14, 1936.)—Preparation for the hair.

384,086.—"SWANSOFT." The Kroger Grocery & Baking Co., Cincinnati, Ohio. (July 5, 1936.)—Cleansing tissues.

384,137.—See Illustration. Sales Associates, Ltd., Los Angeles, Calif. (Sept. 10, 1936.)—Permanent wave admixtures.

384,195.—See Illustration. Colgate-Palmolive-Peet Co., Jersey City, N. J. (Apr. 9, 1936.)—Face powder.

384,213.—"DEDICACE." Houbigant, Inc., New York. (Oct. 6, 1936.)—Perfumes, toilet water, face powder, talcum powder, bath salts, etc.

384,359.—"SULTAR." George Gallowhur, Mt. Kisco, N. Y. (Sept. 15, 1936.)—Hair shampoo preparation.

384,540.—"FILTOFOAM." David B. Lesser, doing business as The Benzofam Products Co., Chicago, Ill. (Jan. 1, 1910.)—Dry cleaning soap.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition.

M341,648.—See Illustration. Joseph Heinzkill, Appleton, Wis. (Oct. 1, 1935. Serial No. 375,146.)—Perfumes and aromatic chemicals.

M341,649.—See Illustration. W. Geo. Corpus, Detroit, Mich. (Aug. 1931. Serial No. 375,635.)—Hygienic powder.

M341,657.—"Somerset." International Cellucotton Products Co., Chicago, Ill.



(Oct. 4, 1935. Serial No. 370,804.) Absorbent face cleansing sheets made of paper.

M341,667.—"BETTY HAWLEY." Nicholas Corotneff, doing business as N. Corotneff, New York. (June 1, 1935. Serial No. 383,206.)—Astringents, cold cream, face rouge, face bleach, face packs, skin lotions, hand lotions, etc.

M341,668.—See Illustration. DeShazor Beauty System, Inc., New York. (Apr. 10, 1935. Serial No. 381,261.)—Finger waving cream.

M341,835.—See Illustration. United Drug Co., Boston, Mass. (Oct. 19, 1935. Serial No. 378,810.)—Tooth paste.

M341,843.—See Illustration. Charles Micari, Chicago, Ill. (Dec. 28, 1933. Serial No. 382,743.)—Liquid hair shampoo.

M341,547.—See Illustration. Lolita Lee, Philadelphia, Pa. (Oct. 2, 1935. Serial No. 375,446.)—Preparation for application to the finger nails.

M341,850.—See Illustration. Bree Cosmetics, Inc., doing business as Gibbs & Co., Chicago, Ill. (Oct. 28, 1935. Serial

No. 371,256.)—Hair bleach.

M341,855.—See Illustration. Golden Gint Co., Inc., Seattle, Wash. (Oct. 1, 1935. Serial No. 370,766.)—Liquid shampoo.

Designs Patented

D102,151.—Design for a combination lipstick and holder therefor. Macy H. Stein and Max S. Stein, New York.

D102,155, 102,156.—Designs for an atomizer case. Frederic A. Vuilleminot, Toledo, Ohio.

D102,172.—Design for a bottle. Elsa Schiaparelli, Paris, France, assignor to S. A. Schiaparelli, Paris, France.

D102,174.—Design for a container cap. Georges Wilmet, New York, assignor to Armstrong Cork Co., Lancaster, Pa.

D102,178.—Design for a perfume bottle or similar container. Burtis J. Doland, Chicago, Ill., assignor to Lucien LeLong, Inc., Chicago, Ill.

D102,198, 102,199, 102,200, 102,201,

102,202.—Designs for an atomizer. Fred-
eric A. Vuilleminot, Toledo, Ohio.

D102,279.—Design for a bottle. William
Richard Kohl, Chicago, Ill., assignor to
Carr-Lowrey Glass Co., Baltimore, Md.

D102,283.—Design for a bottle. Jerome
W. Marrow, Chicago, Ill., assignor to J.
W. Marrow Mfg. Co., Chicago, Ill.

D102,303.—Design for a bottle. Walter
S. Nuckols, Short Hills, N. J., assignor to
Mary Chess, Inc., New York.

D102,348.—Design for an illuminated
vanity case or the like. Ray A. Atherton,
Oakland, Calif.

D102,367, 102,368.—Designs for a cap
for bottles, jars and the like. Frank Earl
Higgins, New York, assignor to California
Perfume Co., Inc., New York.

D102,401.—Design for a cosmetic bottle.
Pauline W. Shulman, Hartford, Conn., as-
signor to Martha T. Marcus.

D102,462.—Design for a container cap.
Georges Wilmet, New York, assignor to
Armstrong Cork Co., Lancaster, Pa.

Patents Granted

2,061,603.—Means for rendering bottles
nonrefillable. Walter J. Ward, Lakewood,
Charles E. Bauerle, Cleveland, and Ferdi-
nand H. Dalrymple, Bedford, Ohio.

2,061,796.—Closure for containers. Don-
ald Welz Des Roches, Toronto, Ont.,
Canada.

2,062,363.—Vanity case. Jacques Kreis-
ler, New Rochelle, N. Y.

2,062,411.—Depilatory. Henrietta A.
Fischer, Pittsburgh, Pa.

2,062,610.—Dispenser for powdered den-
tifice. Clifford E. Rickel, Mogadore, Ohio.

2,063,157.—Metal closure for bottles and
jars. Daniel M. Gray, Wheeling, W. Va.,
assignor to Hazel-Atlas Glass Co., Wheel-
ing, W. Va.

2,063,328.—Bottle support. John H.
Morcom, Long Beach, Calif.

2,063,428.—Container cap. George Goe-
bel, Baltimore, Md., assignor to Crown

Cork & Seal Co., Inc., Baltimore, Md.

2,063,454.—Crown cap and method of
making. Charles E. McManus, Baltimore,
Md., assignor to Crown Cork & Seal Co.,
Inc., Baltimore, Md.

2,063,455.—Closure and method of manu-
facturing the same. Charles E. McManus,
Spring Lake, N. J., assignor to Crown
Cork & Seal Co., Inc., Baltimore, Md.

2,063,538.—Metal container. Jacob Dahl,
Chicago, Ill., assignor to Continental Can
Co., Inc., New York.

2,063,550.—Metal container. William W.
Hodgson, Chicago, Ill., assignor to Con-
tinental Can Co., New York.

2,063,557.—Metal container. William F.
Punte, Syracuse, N. Y., assignor to Con-
tinental Can Co., Inc., New York.

2,063,615.—Receptacle and closure there-
for. Augustus L. Merolle, Brooklyn,
N. Y., assignor to Empire Metal Cap Co.,
Inc., Brooklyn, N. Y.

2,063,709.—Atomizer. John Leonard Tay-
lor, Milwaukee, Wis.

2,064,042.—Friction cap and package.
Louis A. Von Till, Brooklyn, N. Y., as-
signor to Anchor Cap & Closure Corp.,
Long Island City, N. Y.

2,064,308.—Shaker top can. Arthur G.
Hopkins, Maspeth, N. Y., assignor to Na-
tional Can Co.

2,064,555, 2,064,556, 2,064,557.—Lipstick
Holders. August Mitchell, New York;
Philip A. Reutter, Waterbury, Conn.; and
James Lee, Waterbury, Conn., respective-
ly; all assignors to Scovill Manufacturing
Co., Waterbury, Conn.

2,064,725.—Detergent composition. Wald-
emar Blech, Cleveland, Ohio, assignor to
Thurlow G. Gregory.

2,064,844.—Vanity case. August Mitchell,
New York, assignor to Scovill Mfg. Co.,
Waterbury, Conn.

2,065,231.—Closure. Charles S. Loudens-
lager, Sr., and Charles S. Loudenslager,
Jr., Columbus, Ohio.

2,065,243.—Closure. Floyd R. Perkins,
Chicago, Ill.

to a person who was idiosyncratic in
relation to either of these comestibles;
but would the same apply in the case
of a cosmetic manufacturer who sup-
plied a lipstick or other cosmetic to a
user who was idiosyncratic towards
a dyestuff present therein? It might
be argued that the two cases are not
analogous, since, in the case of the
oysters and strawberries, the purchas-
er knows *exactly* what is being pur-
chased.

In concluding his valuable paper,
Dr. Cox refers to the unsatisfactory
position in Great Britain relative to
the dyes used for coloring foodstuffs.
"In America," he writes, "there is a
'permitted list' which includes a
number of colors from which many
shades can be made. In this country
(Great Britain) there is only a very
short prohibited list. Almost any
kind of dye may be used, provided
only that it is free from certain met-
allic impurities. In view of the fre-
quency in which irritation arises
from their external use, one cannot
view with equanimity the widespread
dosing of our insides with colors old
or new, the physiological properties
of which are almost wholly un-
known." The same careful study be-
stowed on the physiological prop-
erties of dyes when applied externally
would be greatly welcomed by the
cosmetic industry.

New Companies

Boris Gordon Theatrical Costumer,
Inc., New York, apparel, cosmetics,
200 shares no par value. Filed by
S. Laurence Lewandorf, 274 Madison
Ave., New York.

Lovette Cosmetics & Novelties Co.,
Inc., New York, cosmetics, \$20,000.
Filed by Brodsky & Stone, 570 7th
Ave., New York.

Grade A Products, Inc., New York,
cosmetics, \$25,000. Filed by Delany,
Lewis & Williams, 290 Lenox Ave.,
New York.

After Thirty Laboratories, Inc.,
Wilmington, Del., remedies and toilet
articles, 500 shares. Incorporators:
William E. Richardson, Harvey B.
Cox, Ward B. McCarthy, Washing-
ton, D. C. Filed by The Capital
Trust Co. of Delaware.

Nu-Contour, Inc., New York, cos-
metics, 250 shares preferred. 2500
shares common. Filed by Reilev,
Harrison & Reinhardt, 11 Park Pl.,
New York.

(Other New Companies on p. 74)

DYESTUFFS AND DERMATITIS

by H. S. Redgrove

A very important
paper on "The Chemical Aspects of
Dermatitis," by Dr. H. E. Cox, ap-
pears in a recent issue of the
*Journal of the Society of Chemical
Industry*. Dr. Cox has carried out a
good deal of detailed research in con-
nection with the causation of derma-
titis by *para*-phenylene diamine and
related hair-dyes; and, in this paper,
he broadly reviews the whole ques-
tion of the relation between chemical
constitution and irritant and toxic
properties liable to give rise to der-
matitis. The list of dyestuffs which
he gives as having been found by ex-
periment to be irritant, not invari-
ably, but frequently, is long and alarm-
ing. Eosin and acid fuchsin are in-

cluded, two dyes which are of lead-
ing importance to the cosmetic indus-
try, the first as a lipstick color, the
second as one of the few suitable dyes
which will stand up in solutions of
aluminum chloride. These dyes are
generally considered to be harmless,
and we query whether, in the cases of
irritation recorded as having been
produced by them, the dyes, rather
than associated impurities, were the
cause of the trouble. The whole sub-
ject is exceedingly complex, as Dr.
Cox makes abundantly plain, and the
complexity is enhanced by the factor
of personal idiosyncrasy. No court
would uphold a charge against a fish-
monger for supplying oysters or a
fruiterer for supplying strawberries

SUPPLIERS' HELPS FOR MANUFACTURERS

Copies of any of the material mentioned in this section may be had from The American Perfumer unless otherwise stated. Simply check the items wanted or send a postal card to Suppliers' Helps, The American Perfumer, 9 East 58th Street, New York City.

☐ FIRMENICH & Co., Inc., NEW YORK AND CHUIT, NAEF & CIE., GENEVA, SWITZERLAND. *Calendar for 1937.*

The 1937 edition of this very beautiful calendar is being distributed through Firmenich & Co., Inc., New York. It is one of the most beautiful examples of color printing which has come into our hands. Scenes in the Alps, showing typical Swiss views and beautiful flower fields are featured.

☐ GENERAL PLASTICS, INC., NORTH TONAWANDA, N. Y. *"Packaging News."*

The current issue is illustrated by pictures of several cosmetic products, including the three piece "feather-weight" jar which has been adopted by several cosmetic manufacturers.

☐ GIVAUDAN-DELAWANNA, INC., NEW YORK. *"The Givaudanian."*

An interesting editorial on the Robinson-Patman Act and several technical articles are featured in the current issue.

☐ FIRST MACHINERY CORP., NEW YORK. *"Recondition Equipment."* This giant broadside features a number of the company's latest offerings including a considerable number of machines especially suited for cosmetic and toilet goods manufacture.

☐ ABBE ENGINEERING CO., NEW YORK. *"New Standards in Sifting."* The use of the centrifugal sifting method is described and illustrated in this interesting circular with special reference to the company's "Turbine Sifter," a comparatively new development for this process.

☐ INSTITUTE OF DISTRIBUTION, INC., NEW YORK. *"The Truth About the Robinson-Patman Act."*

"I learned as a boy that there were three kinds of dogs," said Rich McCleery, one of the small town retailers who appeared before the House

Committee in opposition to the Robinson-Patman bill. "There was the kind that wagged his tail as you went into the yard. You felt safe with that kind of a dog. You knew he was your friend and not going to hurt you. Then you would find the dog that would growl at you. That wasn't so good, but still you knew just what to expect from him. But when you found a dog that would growl and wag his tail at the same time, you didn't know just what to do. That is like some of the legislation we have: It wags its tail in the preamble and growls viciously when you read Article A, Section B."

This is the conclusion of Frank Parker Stockridge on the Robinson-Patman Act, as told in three articles originally published in *Today* and now reprinted by The Institute of Distribution. The reprint is well worth careful reading and study.

☐ THE PFAUDLER CO., ROCHESTER, N. Y. *"The Glass Lining" for Fall and Winter 1936.*

The most interesting feature of the current issue of this magazine is the "Business Index" prepared by Mercer Brugler, vice-president and assistant general manager. In it are numerous statements of fact, indicating that 1937 should be an excellent business year and a chart of business activity for the United States and Canada.

☐ SOAP & GLYCERINE PRODUCERS ASSOCIATION, NEW YORK. *"Cleanliness Facts"*

In line with its resumption of publicity and educational work formerly conducted under the name Cleanliness Institute, the association has prepared radio talks which are being distributed to selected stations. The talks include advice on household affairs with particular reference to the use of soap.

☐ COLUMBIA BROADCASTING SYSTEM, NEW YORK. *"The Very Rich."*

In this beautiful book, one of the leading chain broadcasters presents a study of radio and the wealthy. Its conclusions are that the radio habits of this group are quite similar to those of the lower income classes. The average radio ownership in the \$10,000 per year and up income brackets

is shown as 3 per family; 78.9 per cent of them listen to the radio every day; the average listening time in hours is 4.2. First choices in programs are as follows: 1. Boake Carter. 2. Major Bowes. 3. Rudy Vallee. 4. News Bulletins (in general) and 5. Ford Symphony Hour.

☐ THE INSTITUTE OF DISTRIBUTION, NEW YORK. *Calendar.*

This calendar is designed to show on each date the state and Federal obligations falling due at that time as a help to the accountant in keeping track of the numerous requirements of Federal and local governments.

☐ ANCHOR CAP & CLOSURE CORP., LONG ISLAND CITY, N. Y. *Calendar.* This company has sent a large wall calendar on which every month of 1937 is shown on a single large sheet.

☐ DODGE & OLCOTT CO., NEW YORK. *Calendar.*

A fine wall calendar bearing a view of the company's plant at Bayonne, N. J.

☐ DOROTHY GRAY, NEW YORK. *"Secrets of Salon Make-up."*

This comprehensive folder explains the Dorothy Gray theory of make-up and serves as a guide in the choice of shades of cosmetic preparations for individual types. It also gives brief descriptions of the company's make-up preparations together with their prices.

☐ CHARLES FISCHBECK CO., INC., NEW YORK. *Price List.*

The company has issued an elaborate and very useful price list of essential oils, aromatic chemicals and specialties for a wide variety of uses in the cosmetic, perfume, soap, extract and allied industries. A feature is the descriptive matter regarding odor and uses of numerous aromatic chemicals and another excellent addition is a conversion table of weights and measures worked out in very usable form.

Bankruptcy

Kosmet Laboratories, Inc., cosmetics, 512 5th Ave., New York. Involuntary by Helfrich Laboratories of New York, Inc., for \$2,972; Reed B. Dawson, \$1,149; Beatrice Barnett, \$1,850. Henry E. Wells appointed receiver.

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ALCOHOL NEWS



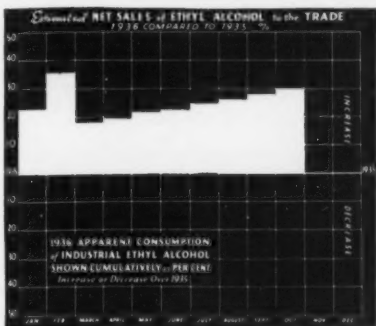
January



A Monthly Series of Technical Articles for Chemists and Executives



1937



Apparent consumption of industrial ethyl alcohol from Jan. 1 to Oct. 31, 1936, was 56,741,000 wine gallons. This is 29.8 per cent greater than during the same period in 1935 when 43,695,000 wine gallons were consumed.

Price schedules on pure alcohol, specially denatured formulae and ester solvents, for the first quarter of 1937 were announced on December 4.

DIPOLE THEORY EXPLAINS ACTION OF AROMATIC BODIES

Attempting to explain the phenomenon of odor, the Dipole Theory of Aromatic Substances, recently advanced, has been accorded profound respect, if not actual acceptance, by many chemists. This theory is based on the principle that molecules of the aromatic bodies must contact the olfactory organs before the odor is perceived.

According to experiments in Europe the dipole of a molecule is not free of outside influences until the molecules are sufficiently separated. Thus, to determine the "dipole moment" of the substance, it must be diluted in a neutral solvent free from any polarity.

This explains why concentrated perfumes have different odors when diluted. The theory is that when the substance is concentrated, or only slightly diluted, the dipoles of the molecules are able to

(Continued on next page)

F. D. A. CHIEF CITES IMPROPER LABELING OF RUBBING ALCOHOL

Pointing out that 20,000 bottles of "rubbing alcohol" were seized in 33 seizure actions, the annual report of the Chief of the Food and Drug Administration levels an admonitory finger at the practise of improper labeling.

The report states that: "Rubbing alcohol, for years understood by purchasers to be ethyl (grain) alcohol, had been sophisticated with a by-product of the petroleum industry, called isopropyl alcohol. The latter, barred from use in foods and of questionable safety in drug preparations, is not what the consumer expects when he buys 'rubbing alcohol.'

"Under the Food and Drugs Act, isopropyl alcohol preparations intended for external bodily use must show the exact nature of the article without any accompanying words or trade names which would tend to confuse the product with ethyl alcohol."

BIOCHEMISTS SEEK NEW MEANS TO INCREASE VITAMIN SUPPLY

Use Alcohol to Obtain Better Extraction Processes and Prepare for Wider Synthesis

When a group of American Scientists announced the synthesis of Vitamin B₁ recently, a magnificent cycle of biochemical research moved forward to eventual completion. Beginning thirty years ago with the Dutch biologist Eijkman's attempts to isolate the active antineuritic principle of rice polishings—now recognized as Vitamin B₁—research spread to laboratories in Europe and America.

PAUL HARRISON RETIRES; WITH INDUSTRY 46 YEARS

Marking close to a half century of service, Paul Harrison brings to a close on January 1, 1937, one of the longest and most active careers in the alcohol industry. He retires as Sales Manager of the New York division of the U. S. Industrial Alcohol Co. and as President of James A. Webb & Son, a subsidiary company of U. S. I.

Mr. Harrison entered the alcohol field in 1890 when he joined James A. Webb & Son, which was founded in 1835. As Sales Manager of Webb, Mr. Harrison was laying the foundation for his wide knowledge of buyers' problems that served him so well in future years. His brother, F. M. Harrison, later to become U. S. I. President, was also connected with Webb.

When the House of Webb became a part of U. S. I. in 1915, the move was hailed as a happy combination of the best traditions and distributing experience of "Webb" and the great technical and manufacturing resources of U. S. I. Mr. Paul Harrison assumed his new duties as N. Y. Sales Division Manager with a growing number of problems confronting the industry. The heavy burden of sales and shipments of war-time alcohol fell upon his shoulders.

In recent years his counsel won him high esteem and his departure is regretted by his host of friends.



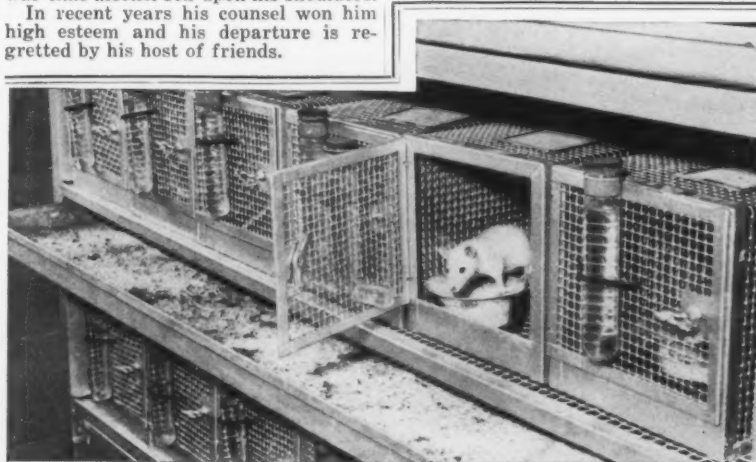
Later these same problems arose when the functions of still other vitamins were discovered. Yet so indefatigable has been this research, that Vitamin B₁, C and D have been artificially prepared. Even now the synthesis of Vitamin A is in the offing.

Extraction With Alcohol

Alcohol has helped to write important chapters in this history. New commercial processes are being perfected with its aid; old ones are being improved. Liver oils, rich in Vitamin A and D contents are treated with a solution of alcoholic potash to remove all traces of fats. The unsaponifiable portion remaining contains the vitamin. Likewise, in the preparation of Vitamin E, the antisterility vitamin, a similar process is used with wheat germ oil. Following saponification in each case, further concentration is employed to prepare the pure vitamins.

Attaining more satisfactory yields, always a major difficulty in vitamin

(Continued on next page)



WHITE RATS, such as are shown above, are among the animals used for making biological assay of vitamins. This phase of laboratory research is an extremely important operation in determining the effect of vitamins administered in controlled doses.

PERFUMERS STUDY PROMOTION OF ODORS IN "LIMITED EDITIONS"

Introduction of limited editions of perfumes may not be a new move, but the idea received added emphasis with the announcement of one large company that each of twelve odors would be available to only 1,000 women.

The perfumes, packed in copper-lined cans wrapped in fine wool flannel, will be sold to a woman under registry with the guarantee that she will be one of a limited group having exclusive rights to use of that fragrance. Upon reordering her particular brand, reference is made to the registry number.

SEEK NEW VITAMIN SUPPLIES

(Continued from preceding page)

manufacture, has been made easier in a recent patent for the manufacture of Vitamin B. An acidulated alcohol-water mixture is used to make an extract from yeast or rice polishings. Adsorption of this extract on Fullers Earth provides the basis for a method to recover the vitamin by treatment with quinine sulphate, followed by purification.

Vitamin D was the first pure vitamin to be isolated. Recent reports bring the number of its known forms to eight. One, calciferol, is obtained by irradiating a complex substance, ergosterol, derived from an alcoholic solution of yeast. Final purification of Vitamin D prepared in this manner is arrived at by a series of recrystallizations from an acetone-methyl alcohol mixture and from methyl alcohol.

Vitamin "G" Studied

The complex nature of Vitamin "G" has been brought to light through use of alcohol and alcoholic compounds and mixtures. The various components of Vitamin "G"—flavin, filtrate factor and anti-pellagic factor—are soluble in water and alcohol and anhydrous alcohol and certain other compounds of alcohol, in such varying degree to make the isolation of individual components possible.

In synthetic manufacture, alcohol has received considerable attention. Karrer's process for the production of pro-Vitamin A involves the transformation of esters to primary alcohols. Reduction is carried out with the aid of sodium in alcohol. A proposed synthesis of Vitamin C is from sorbose through the acetone derivative. Purification of the intermediates takes place by precipitation from ether and crystallization from alcohol.

Only a partial history of vitamins can be written today, yet already alcohol has contributed important pages.

U. S. I. Anhydrous Alcohol Made By Exclusive Process

Absolute ethyl alcohol, formerly a laboratory item, is manufactured by U. S. I. in the largest anhydrous alcohol installation in this country. Based on the phenomenon of azeotropic distillation in which no salts are employed, U. S. I.'s continuous process makes possible the production of 200 proof alcohol that conforms to the most rigid standards of purity and uniformity.

Recent years have seen a steady increase in the consumption of this product. Widening fields of scientific research have emphasized the need for water-free alcohol in large quantities. Newer commercial processes indicate that the advantages of an anhydrous alcohol solvent outweigh the small increased price over the 190 proof grade.

Complete adaptability is provided with all the authorized denatured formulas in the denatured anhydrous grade in addition to the undenatured product.

VITAMINS IN COSMETICS?

Whether or not the industry has discovered something new, cosmetic manufacturers are beginning to give increased attention to the use of vitamin products in their wares. A short time ago a New York department store placed on sale a quantity of soap containing Vitamin F. A surprisingly quick sell-out resulted.

Cleansing creams, skin oils, hair tonics, shaving creams and even nail polish are other products where Vitamin F is being used. Vitamin F, prepared from a series of unsaturated fatty oils, is reported to be of value for treatment of various skin, nail and hair afflictions.

How extensive the utilization of other vitamins in cosmetics will be remains to be seen; certainly some sort of trend has been started.

DIPOLE THEORY

(Continued from preceding page)

exert a mutual influence upon each other to such an extent that the odor is modified or even completely suppressed.

When molecules of the aromatic substance enter the sensitive area of the odor perception organs an excitation results from the contact of the dipoles with the molecular field of the osmoceptor substance (a substance capable of reacting to odors), and thus these dipoles are neutralized to a certain extent. This excitation is transmitted to the central nervous system where it is recognized as an odor.

(Condensed from the Givaudanian—Nov., 1936, Trans. from La Parfumerie Moderne—April, 1936.)

TECHNICAL DEVELOPMENTS

The items in this column are gathered from many varied sources. Further information may be obtained by writing to U. S. I.

U S I

Rancidity in soaps, vegetable and animal oils can be prevented, it is said, by a new product now on the market. It is described as a slightly aromatic chemical, soluble in alcohol and water and partially soluble in oils. The manufacturer states that it is non-toxic and has no deleterious effect on perfumed products.

U S I

Distilled water can be produced at the rate of one quart per hour on as little as 800 watts current consumption with a midget still recently announced. Operation is automatic and the unit is sufficiently portable to eliminate permanent piping connections.

U S I

Four new flavoring oils have been introduced. An oil of Cumin is offered with a high cumin aldehyde content; another will duplicate the flavor of imported liver sausage; celery and savory flavors may be enhanced with the other two.

U S I

A new textile-finishing agent which the manufacturer claims will render fabrics of every kind water-repellent, reduce the absorption of moisture, and minimize the hazards of spotting and staining, has been announced. It is stated that the finish will survive 6 to 8 careful launderings after which it can be easily re-applied.

U S I

Heliotropin and labdanum in perfumes can be replaced with two new materials recently announced. The heliotropin replacement is said to be sweeter and stronger than the natural flower while the labdanum item is described as free from inert ingredients.

U S I

Silk-elastic sticking-plaster particularly adaptable to application over joints or body parts subject to muscular flexion is being offered. The maker attributes to it "automatic" adhesion which results from an inverted curling effect at the edges when the plaster is stretched.

U S I

Bottles, tins, cartons and bags can be handled in a new powder filling machine on the market. Particular adaptability to filling shallow face and complexion powder boxes is claimed.

U S I

Toxins for insecticides have been extracted from roots containing rotenone by a process recently patented. Alcohol acidulated with sulphuric acid is used to digest the macerated roots.

Charts illustrating a simple method for determining the amount of liquid in a 54-gal. drum may be secured by writing to U. S. I.

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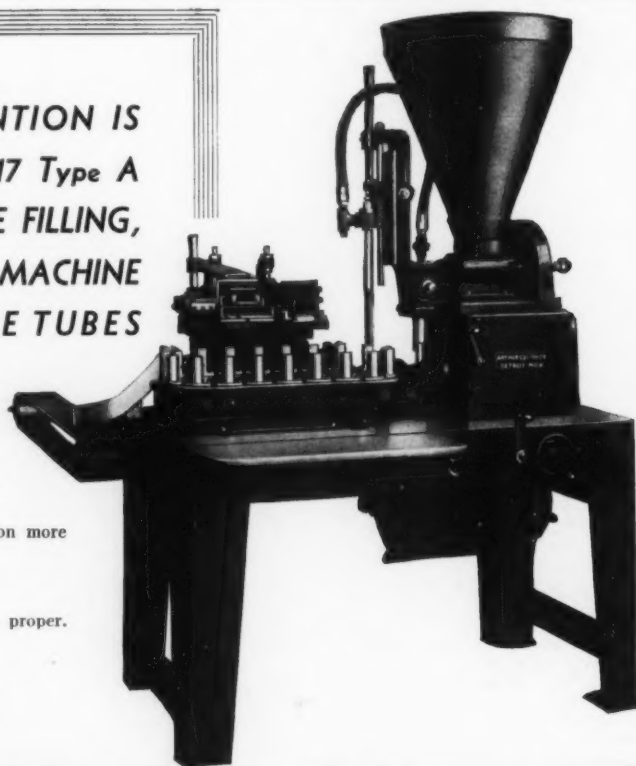
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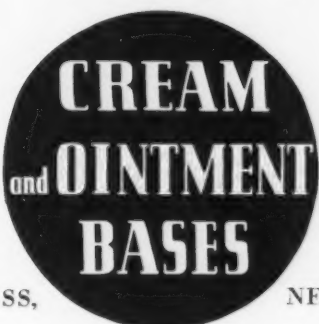
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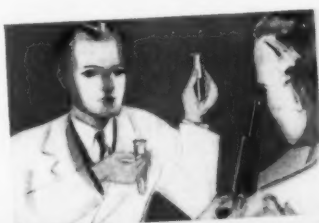


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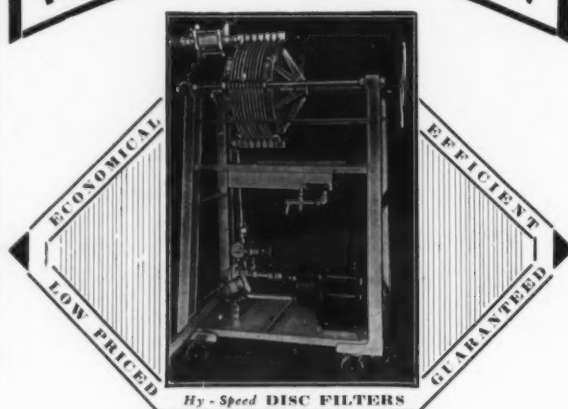
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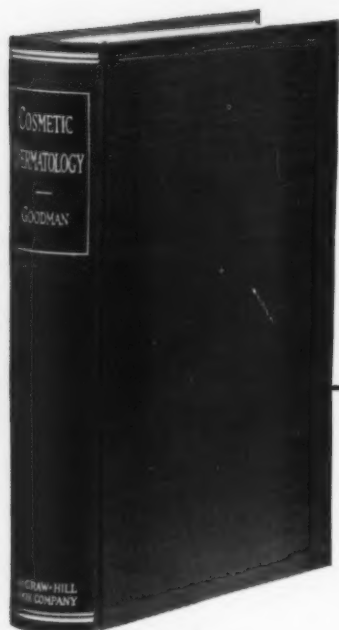
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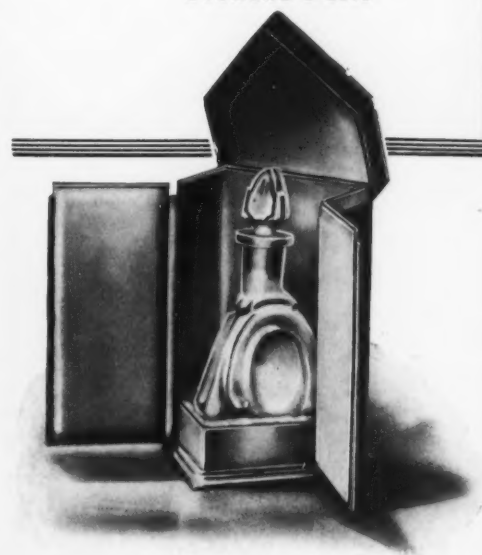
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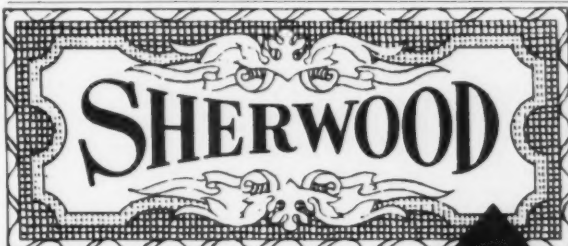
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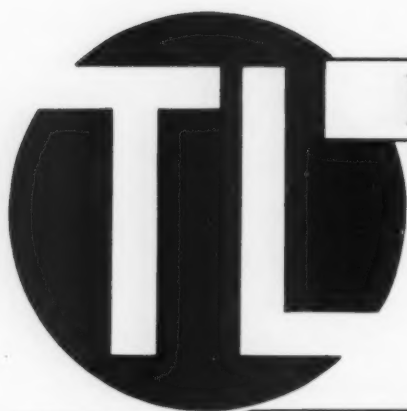
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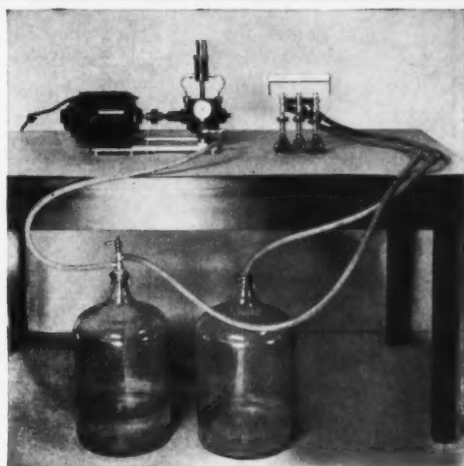
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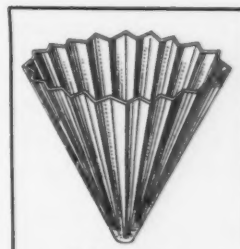
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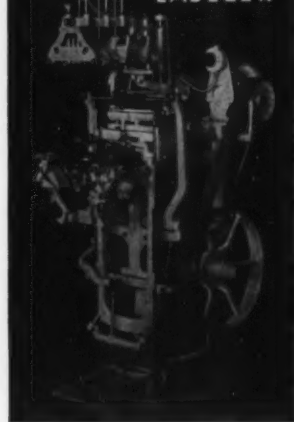
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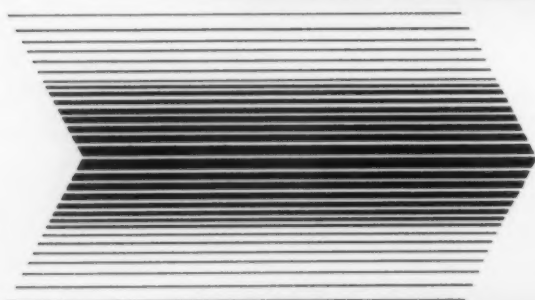
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